

RISE: ACCORDING TO THE NATIONAL CHICKEN COUNCIL, AMERICANS ATE AN AVERAGE OF EIGHTY FOUR POUNDS OF CHICKEN PER PERSON LAST YEAR. I'M RISE JILL MILLER.

CHICKEN MAY BE GREAT FOR FAMILY MEALS, BUT OVEN BAKING CAN DRY IT OUT. AND, THE SAME GO-TO RECIPES CAN GET BORING, ESPECIALLY AS PARENTS FACE DINNERTIME CHALLENGES, LIKE PICKY PALATES AND MAKING MEALS ON A BUDGET.

CELEBRITY CHEF AND DAD TIM LOVE HAS PARTNERED WITH HELLMANN'S® MAYONNAISE FOR THE CHICKEN CHANGE-UP. THE PROGRAM HELPS FAMILIES BREAK OUT OF DINNER ROUTINES WITH DELICIOUS, JUICY CHICKEN RECIPE IDEAS -- LIKE PARMESAN CRUSTED CHICKEN -- THAT PARENTS CAN WHIP UP IN NO TIME.

CHEF TIM LOVE:

TIM: CHICKEN IS A STAPLE IN MY HOUSE AND I'M ALWAYS LOOKING FOR TWISTS ON DISHES TO KEEP MEALS INTERESTING. SINCE HELLMANN'S® REAL MAYONNAISE IS MADE WITH SIMPLE INGREDIENTS LIKE EGGS, OIL AND VINEGAR, IT'S HOW I KEEP CHICKEN JUICY AND CRISPY.

RISE: VISIT FACEBOOK DOT COM SLASH HELLMANNS TO TAKE PART IN THE CHICKEN CHANGE UP. AND, ENTER TO WIN DAILY PRIZES AND A FIVE THOUSAND-DOLLAR GROCERY CARD GRAND PRIZE.