

## McCormick Flavor of Together ANR Draft Script

### ANR Script

#### **RISE:**

FLAVOR IS A UNIVERSAL LANGUAGE WITH THE POWER TO BRING PEOPLE TOGETHER FROM FAR AND WIDE.

NO COMPANY KNOWS FLAVOR BETTER THAN MCCORMICK. CELEBRATING 125 YEARS AS A GLOBAL FLAVOR LEADER, MCCORMICK HAS UNVEILED FLAVOR OF TOGETHER. THE YEAR LONG CELEBRATION CONNECTS PEOPLE AROUND THE WORLD TO SHARE STORIES ABOUT THE SPECIAL ROLE FLAVOR PLAYS IN OUR LIVES.

FOR EVERY STORY SHARED, MCCORMICK WILL DONATE ONE DOLLAR, UP TO 1.25 MILLION DOLLARS, TO UNITED WAY TO HELP FEED THOSE IN NEED. 125 CULINARY INFLUENCERS FROM AROUND THE U.S. HAVE CONTRIBUTED THEIR FLAVOR STORIES –READ THEM ONLINE AT FLAVOROFTOGETHER.COM AND SHARE YOUR OWN TO GIVE BACK.

CHEF CLAIRE ROBINSON OF FOOD NETWORK'S "5 INGREDIENT FIX":

#### **CHEF [CLAIRE]:**

"SOME OF MY MOST MEMORABLE MOMENTS HAPPEN AROUND A SHARED MEAL WITH FAMILY AND FRIENDS. I'M THRILLED TO BE A PART OF A GLOBAL CONVERSATION ABOUT FLAVOR FOR THEIR 125<sup>TH</sup> ANNIVERSARY. FLAVOR OF TOGETHER IS NOT ONLY A WAY TO CONNECT WITH THE WORLD THROUGH FOOD, BUT ALSO HELP GIVE BACK TO THOSE IN NEED."

#### **RISE:**

LEARN MORE, SHARE YOUR STORY AND HELP FEED THOSE IN NEED BY VISITING AT FLAVOROFTOGETHER.COM.