

Applicant Criteria

- Must be a current full-time student at Elizabethtown College.
- Open to First Year, Sophomore and Junior students in all majors.

Application Procedure

- Sign-on to the Nuts About Granola® Facebook page at: www.facebook.com/NutsAboutGranola
- Submit an image that represents innovative ways to incorporate healthy eating into college life. The image must be original.
- Include a 140 (or less) character description of why it is a healthy eating practice in a college lifestyle.
- Multiple submissions are permissible.
- The application period is March 1-31, 2013.
- The award recipient will be announced at the Annual Student Awards Day on April 17, 2013

Evaluation Criteria

- Images must be original, no photo editing allowed.
- Images and descriptions must be examples of innovative ways to incorporate healthy eating into college life.
- The evaluation committee is looking for interesting, creative, unusual, or innovative examples.

The Evaluation Committee will consist of Nuts About Granola® and Elizabethtown College Staff.

Please note that by submitting your photos and descriptions to this contest, you grant Elizabethtown College and Nuts About Granola® permission to use all content for any purpose, royalty free.



NUTS ABOUT GRANOLA®

Innovation Scholarship

For more information:

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Elizabethtown College



Meet the Company



Nuts About Granola® was created at Elizabethtown College by '09 graduate, Sarah Lanphier, in conjunction with her business courses. The idea for the company came out of the need for a fundrais-

ing concept for the triathlon team (which she started and on which she competed). Sarah took her recipe for peanut butter granola, packaged it, and sold it for the fundraiser, making enough to cover the team's entire trip to nationals.

For the remaining three years of Sarah's time at Elizabethtown College, she developed the business hand-in-hand with the college's faculty and staff. In 2008, the company was officially incorporated, and the Jays Nest became the company's first whole-sale account!

Fast forward three years, thousands of pounds of granola, a Rachael Ray Show appearance, 35 plus media publications, a trip to the Emmy® Awards and two retail locations and you have a company that is poised to give back to the school that made it all happen.



www.nutsaboutgranola.com



About the Scholarship



The annual Nuts About Granola® Innovation Scholarship will be funded by a portion of the proceeds from the co-branded, "E-town Carrot Cake Granola." It will be awarded to a full-time Elizabethtown College student who demonstrates innovative thinking, creativity and a passion for healthy living.

Full Circle Approach

The Nuts About Granola® Innovation Scholarship is innovative in its own right. The scholarship is funded through a full circle approach. Nuts About Granola® produces the granola for sale to students, alumni and friends of the College. A portion of the proceeds from the sales fund the scholarship; as granola sales increase, so does the scholarship fund. So in the end, the consumer enjoys the granola, the company enjoys profits and the Elizabethtown College students benefit from the scholarship. A full circle, sustainable effort.

2013 Scholarship Theme: Incorporating Healthy Eating into a College Lifestyle

Healthy eating can mean many things to many people. Nuts About Granola® is an advocate for a whole food diet, one rich in fresh foods free of artificial ingredients, additives and preservatives. They work to educate consumers on the benefits of real food as well as offer a selection of products to aid a healthy lifestyle. It can be a challenge to maintain good eating habits in a college environment with buffet style dining halls, crazy class schedules and the stress of a full academic load.

This year's scholarship challenges students to take a photo of an innovative way a student can incorporate healthy eating into their college lifestyle.

