

CONTEST CORNER

A Lifetime Of Chocolate



(NAPSA)—Ah, chocolate! This beloved confection has a rich and powerful history dating back to the times of the Mayan and Aztec cultures. Centuries before chocolate made its way to America, the cocoa bean in its original form was considered the ultimate status symbol and used as currency among the wealthy. As early as 600 AD, chocolate drinks were considered a source of wisdom and power. And in the 16th Century, the Emperor Montezuma drank chocolate as an aphrodisiac. By the 18th Century, the chocolate phenomenon made its way to North America.

Today, Americans consume between 11 and 12 pounds of chocolate per person a year on average. Indeed, nearly one-third of the population considers themselves aficionados of luxury chocolate.

With this in mind, who better than Godiva—the world's leading luxury chocolatier—to offer consumers the chance to win a lifetime of chocolate? And, at what better time than in 2001, in celebration of Godiva's 75th Anniversary?

While Godiva is not giving away its chocolate factory like Willy Wonka did, the chocolate-maker is treating one lucky consumer to a lifetime filled with luscious chocolate indulgences. In addition to this decadent Grand Prize to last a lifetime, 75 First



Millions of Americans consider themselves aficionados of luxury chocolate. In a new sweepstakes, one lucky consumer will win a lifetime supply.

Prize winners will each receive a year's supply of Godiva chocolate in honor of the company's 75th anniversary celebration.

To enter the "Lifetime of Godiva Chocolate" promotion beginning April 15, simply fill out an entry form in any participating Godiva boutique nationwide or at www.GODIVA.com. No purchase necessary. The promotion ends on May 15, 2001 and the winners will be selected in a random drawing. For more information, visit www.GODIVA.com for the Official Rules. The Web site also features "A Chocolate Lover's Timeline," chock-full of fun tidbits and historical facts about chocolate.