

SPUDSY PRESS RELEASE

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Spudsy Strikes Exclusive Partnership With AMC Theaters and Paramount Picture's 'IF'

[Los Angeles, California] — Spudsy is partnering with AMC Theaters and Paramount's 'IF' for prizes and a themed kids snack box available at all U.S. AMC locations. The promotion will run from May 17, 2024 through the theatrical run of 'IF'.

Written, directed, and produced by John Krasinski, 'IF' boasts an ensemble cast featuring Ryan Reynolds, Cailey Fleming, Fiona Shaw, Alan Kim, and Liza Colón-Zayas, along with the voices of Phoebe Waller-Bridge, Louis Gossett Jr., and Steve Carell. The film follows the enchanting tale of a young girl and her neighbor who discover their ability to see imaginary friends.

Spudsy will feature three of the main 'IF' characters on its packaging, with Blue and Blossom taking center stage. The inclusion of these beloved imaginary friends on Spudsy's packaging aims to create a connection between the movie and snack time.

In addition to the imaginative packaging, Spudsy will introduce a QR code on its packages, offering consumers reduced admission prices at AMC Theaters. As a special treat, lucky participants who scan the QR code stand a chance to win exclusive "IF" movie posters and a complimentary link to the digital version of the film, accessible before its release on streaming services.

Founder of Spudsy Ashley Rogers expressed their enthusiasm, stating, "We believe in the power of imagination and creativity. Thinking outside the box. Aligning with a film like 'IF' allows us to bring joy and magic to our consumers. We're thrilled to feature Blue and Blossom on our packaging, adding a touch of imagination to snack time."

AMC Theaters will also play a crucial role in the promotion, featuring Spudsy's churro-flavored puffs in a specially curated kids snack box during the run of the movie. The box will include the delectable churro puffs, a juice box, and a small popcorn, creating the perfect movie-watching experience for young audiences.

AMC's VP of Communications and Public Relations, Ryan Noonan stated, "We feel this partnership will encourage a positive relationship between snack time and movie time. Additionally, Spudsy provides a health and sustainability component to the partnership."

About Spudsy

Spudsy, founded by Ashley Rogers in 2018, is the world's first upcycled sweet potato snack. Inspired by her love for sweet potatoes, Ashley reimagined her favorite, nostalgic snacks with a better-for-you twist that never sacrifices taste, sustainability, or nutrition. Spudsy's mission is to #SaveTheSpud by transforming imperfect sweet potatoes that would otherwise go to waste into delicious, plant-based snacks. To date, the Spudsy team has saved over two million sweet potatoes.

For More Information:

<https://www.spudsy.com/>