



## The Tyson Gold Medal Mom™ Contest Fact Sheet

### What is the Gold Medal Mom™ Contest?

- The Gold Medal Mom™ contest was developed as part of Tyson's "Thank You, Mom" marketing campaign, which reminds families to thank mom for the simple, caring things she does every day—like putting dinner on the table each night.
- Through this new contest, Tyson, a Proud Sponsor of the 2008 and 2010 U.S. Olympic Teams is partnering with Olympic gymnastics champion, Mary Lou Retton, in a nationwide search for the mom most deserving of gold-recognition.
  - Tyson and Retton are asking families across the country to respond to the question, "What makes the mom you're nominating America's Gold Medal Mom™?"
  - One Grand Prize winner will be awarded a trip for two to Beijing, China for the 2008 Olympic Games to cheer on "Team USA"™.\*
- There is no *one* definition for a Gold Medal Mom™. Tyson invites nominators to demonstrate their own definition through dynamic video or photos and essay entries.
- From January 18 to March 31, Americans are invited to nominate a mom online at goldmedalmom.com or at designated Tyson events, including: the United States Ski and Snowboard Association Freestyle World Cup; the USA Gymnastics FlipFest International; the USSA Freestyle International; the USA Track & Field Millrose Games; the USATF Tyson Invitational; the USAG Tyson American Cup; the Southwestern Athletic Conference Basketball Championships; the USAG Pacific Alliance Cup; and the USSA Freestyle Championships.
  - Eligible entries will be judged based on the presentation of the story, the level of emotion, originality, quality and relevance to contest topic.
  - From the pool of eligible candidates, a team of judges will select 25 finalists on or around April 11.
  - From May 11 to June 11, Americans are invited to log on to goldmedalmom.com to vote for the finalist they believe is most deserving of the Gold Medal Mom™ title.
  - After June 18, the Grand Prize winner will be announced and awarded.

### Mary Lou Retton and Tyson

- America's sweetheart and 1984 Olympic gymnastics champion, Mary Lou Retton is joining forces with Tyson for the announcement and judging of the Gold Medal Mom™ contest.
  - Retton will serve as a part of the official judging team for the selection of finalists and the winner.
- Retton, an Olympian and a dedicated mother of four daughters, is the ultimate "Gold Medal Mom™."
  - As the Gold Medal Mom™ spokesperson and an inspirational speaker, Retton uses her experience in elite-level sport, nutrition and life to provide guidance and support to moms everywhere.
  - Retton supports Tyson's commitment to supplying quality protein to U.S. Olympic athletes and hopefuls, and families as part of the U.S. Olympic Committee's Performance Nutrition platform.
    - This platform ensures that all individuals—no matter their energy or nutritional needs—can achieve optimal performance.

### www.goldmedalmom.com

- To serve as nomination and voting central for the contest, Tyson has an official Gold Medal Mom™ Web site at [www.goldmedalmom.com](http://www.goldmedalmom.com).
  - This interactive site offers inspirational entry examples, as well as easy access to an online submission form.
- Throughout the duration of the contest, new nominations will be added frequently to the site and inspirational entries can easily be shared electronically with friends and family.

### Tyson and the U.S. Olympic Team

- Tyson is the official chicken, beef and pork Sponsor for the 2008 and 2010 U.S. Olympic Teams, operating as a vital protein source for America's Olympic hopefuls.
- Tyson is supplying product to all three U.S. Olympic Training Centers, and helping to fuel the athletes during the 30 days when the U.S. Olympic team is in Beijing for the 2008 Olympic Games.

\*See official rules for details

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