

MUSHING TO THE MAX



Overview

- **“Mushing to the Max”** is a Pepsi promotion that will be running in all Alaska Wal-marts.
 - Program timing: Feb 6th to Mar 7th.
 - Each weekend each AK Wal-mart will hold a 2 hour **“Meet the Musher”** event in their Garden Center.
 - Event Flyers provided by Pepsi-Cola, will be distributed by Wal-mart People Greeters the week prior to each **“Meet the Musher”** events. Event flyers will feature **“Meet the Musher”** Details and Rollback sale items featured in **“Mushing to the Max”**.
 - **“Meet the Musher”** events will consist of a Pepsi chorale, built by the Pepsi team, where the Musher’s can display dogs and puppies for the consumers to see as well as an opportunity to feature the items from the in-store flyers along with dog supplies and Alaska specific novelties for Musher’s to sign.
- **“Meet the Musher” weekend dates:**
 - Saturday 2/11/2012 Sunday 2/12/2012
 - Saturday 2/18/2012 Sunday 2/19/2012
 - Saturday 2/25/2012 Sunday 2/26/2012
 - Saturday 3/3/2012 Sunday 3/4/2012
- **“Meet the Musher” Event Locations:**
 - Wal-Mart #2070: 3101 A Street, Anchorage, AK. 99503
 - Wal-Mart #2071: 8900 Old Seward Hwy, Anchorage, AK. 99515
 - Wal-Mart #2188: 18600 Eagle River Road, Eagle River, AK. 99577
 - Wal-Mart #2074: 1000 S Seward Meridian Pkwy, Wasilla, AK. 99654
 - Wal-Mart #2722: 537 Johansen Expy, Fairbanks, AK.99701 (If possible)
 - Wal-Mart #4474: 10096 Kenai Spur Hwy, Kenai, AK. 99601 (If possible)



ZERO CALORIES
MAXIMUM PEPSI® TASTE

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