



**For Immediate Release**

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**Plains Peanut Festival Provides Day of  
Home-Town American Fun**

Planters Peanuts and Jif Peanut Butter Add to the Fun

*September 27, 2003, Plains, GA* -- The Plains Peanut Festival has always been about peanuts and "home-town America" fun and this year the fun is sure to continue with Planters® and Jif® as sponsors.

The festival events begin with one-mile and five-mile road races to get people of all ages and athletic abilities going before the sun heats things up in Plains. After the race, President Carter himself will present the road race awards. A chance to meet this celebrity Plains resident may inspire some to run a little faster.

To refuel, you won't need to look far to find food made with peanuts and peanut butter. The results of the fourth annual Plains Peanut Festival Recipe Contest, sponsored by the Peanut Institute, will be revealed and the winning recipes showcased. Stop by for a sample and a recipe card to learn how to replicate the original creations.

All day, the Planters Peanut Pavilion will house many peanut educational booths, including a Planters booth. Planters will be handing out samples of peanuts and new information on how peanuts can be part of a healthy lifestyle.

Enter "*Jif's* Most Creative Peanut Butter Sandwich Contest for Kids.™" Children will dip into *Jif* jars, spreading it on thick, adding fun foods such as jelly, honey, pieces of fruit, candy, etc. from a table full of tasty and unique ingredients. The end result will be a hands-on creation of an original peanut butter sandwich to be entered in the contest.

The Plains Peanut Festival parade will take place late morning and will proceed around the blocks of Plains. A VIP luncheon with special guest and speaker, President Carter, will take place following the parade.

A festival in Plains to celebrate peanuts and peanut butter, some of America's favorite foods, seems in order. After all, Americans eat an average of six pounds of peanuts and peanut butter per year. This is good news, since research shows peanuts can be an important part of a healthy lifestyle.

The Peanut Institute is a non-profit organization that supports nutrition research and develops educational programs to encourage healthful lifestyles. Learn more about peanuts and health at [www.peanut-institute.org](http://www.peanut-institute.org)

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