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SWEETIN' UP YOUR BRAND AWARENESS

Kid's Choice Awards 2017

Candy Industry Magazine and ECRM will host the 10th Annual Kid's Choice Awards this year at the February Seasonal Candy ECRM, which will be held at the Palms Casino Resort in Las Vegas. Each year, the event features participation by children from local Boys and Girls Clubs, who not only get to sample all sorts of candy, but also have the opportunity to see what it's like to be a candy buyer.

After a brief introduction by a seasoned buyer detailing what a career in candy can actually be like, the children go to work — taste testing all the delicious candy and then picking their favorite chocolate, non-chocolate and novelty items.

Once the votes are cast, the winners are then selected in the best new chocolate, best new non-chocolate and best new novelty categories. *Candy Industry Magazine* then publishes coverage of the show as well as Kid's Choice winners.



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- ½ page or larger in digital or print edition
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