



Snapple Gives Fans a Chance to Attend the “America’s Got Talent” Finale

Release Date:

Monday, June 25, 2012 8:30 am CDT

Terms:

[Product News](#)

Dateline City:

PLANO, Texas

“Find a Star” Under the Cap of Snapple Products for a Chance to Win a VIP Trip to New York for the “America’s Got Talent” Finale and More

PLANO, Texas--([BUSINESS WIRE](#))--Snapple, the official beverage sponsor of NBC’s hit reality competition “America’s Got Talent,” has launched the Snapple “Find a Star” promotion to give fans a chance to win a VIP trip to New York to see the show’s Season Seven finale and other prizes. Five lucky fans will win the opportunity to see the finalists’ live performances and watch as the winner is crowned.

“We’re giving fans the chance to experience the star power of ‘America’s Got Talent’ in person this summer,” said Dave Fleming, director of marketing for Snapple. “Simply sip a Snapple, find a star and you could be on your way to the finale.”

Fans can look for a star under the red caps of specially-marked “America’s Got Talent” Snapple products. Each star has a code that can be entered at Snapple.com for the chance to win one of five trips to the season finale or other exciting prizes, like a free six-pack of Snapple. Fans can also find “America’s Got Talent” Snapple Real Facts on select products, such as Snapple Real Fact #945: 100 lbs. of confetti are dropped on contestants in the finale of “America’s Got Talent.”

The Snapple “Find a Star” promotion will be featured on 16 oz. bottles of Snapple Diet Half ‘n Half, Peach Tea, Diet Peach Tea, Lemon Tea and Diet Lemon Tea. For more information about the Snapple “Find a Star” promotion and to request a free cap, visit www.Snapple.com.

About America’s Got Talent

“America’s Got Talent” is produced by FremantleMedia North America and Simon Cowell’s SYCO Television. Simon Cowell, Cecile Frot-Coutaz (“American Idol”), Jason Raff, Ken Warwick (“American Idol”) and Georgie Hurford-Jones are executive producers. For embeddable clips and full episodes of “America’s Got Talent,” please visit [NBC.com](http://www.nbc.com/americas-got-talent/)’s official show site: <http://www.nbc.com/americas-got-talent/>. For artwork and a complete press kit from the show, please visit the NBC Universal Media Village website at <http://www.nbcumv.com>. Follow the show on Facebook at <http://www.facebook.com/nbcagt> and on Twitter at <http://www.twitter.com/nbcagt>.

About Snapple

Snapple, a brand of Dr Pepper Snapple Group (NYSE: DPS), is a leader in great-tasting premium beverages. Founded in 1972 by three childhood friends, Snapple got its start in Greenwich Village, New York and is now available throughout the United States. Snapple prides itself on developing, producing and marketing a wide variety of premium beverages, including ready-to-drink iced teas, juice drinks, 100% juices and water. DPS is a leading producer of flavored beverages, marketing Snapple and 50-plus other brands across North America and the Caribbean. For more information, visit Snapple.com or DrPepperSnapple.com. For the brand’s latest news and updates, follow Snapple at Facebook.com/Snapple or Twitter.com/Snapple.

Language:

English

Contact HTML:

Ketchum for Snapple
Eddie Moyer, 646-935-4145
eddie.moyer@ketchum.com

Ticker Slug:

Ticker: DPS
Exchange: NYSE

Source URL: <http://news.drpeppersnapple.com/press-release/product-news/snapple-gives-fans-chance-attend-americas-got-talent-finale>