



JACKSONVILLE'S GARDNER MINSHEW VOTED SNICKERS® 'HUNGRIEST PLAYER OF THE YEAR'

Quarterback Edges Out 12 Players with Exceptional On- and Off-Field Performance This Season

HACKETTSTOWN, NJ, January 28, 2020 – Today, ahead of Super Bowl LIV, SNICKERS® announced Gardner Minshew as the brand's 'Hungriest Player of the Year.'

The 'Hungriest Player' program spanned 13 weeks of the National Football League's (NFL's) 100th season, and rewarded players who showed hunger for more on and off the field. Each week, a different player was passed a jewel-encrusted chain featuring the iconic "S" SNICKERS logo as a testament to their exceptional performance. Minshew was awarded the chain during the fourth week of the regular season after leading his team to a fourth-quarter comeback win.

Minshew edged out 12 other chain recipients after SNICKERS fans were invited to weigh in with their vote for which 'Hungriest Player' rose above the rest. As a rookie quarterback, he has already begun to make a name for himself, generating the highest passer rating (91.2) among all nine rookie quarterbacks who started at least one game this season, and leading Jacksonville in all six of their wins. His charitable record with men's health charity, Movember provided all the more reason to award him the chain.

"Throughout the season, SNICKERS awarded the chain to players who demonstrated their hunger for more with a huge game or play on the field," said Josh Olken, Brand Director, SNICKERS. "As we watched Gardner Minshew embody this spirit throughout the season, we agree with our fans and can't think of anyone more fitting to be named as the Hungriest Player of the Year."

As the 'Hungriest Player of the Year,' Minshew was awarded the one-of-a-kind SNICKERS chain that is valued at over \$75,000. He plans to donate the chain to Movember, who will work to raffle it during the off-season to generate proceeds in support of men's health initiatives.

"I'm honored to be named SNICKERS' 'Hungriest Player of the Year' and have a lot of love for the fans who recognized my hunger for more," said Gardner Minshew. "I am also excited to share my satisfying win with Movember, an organization that is leading the charge in several important men's health initiatives, such as testicular cancer and suicide prevention. These issues have touched those I know personally, and I think it's important for men to know that it's OK to ask for help."

"Movember is thrilled by Gardner Minshew's generosity in passing us the SNICKERS Chain as its final recipient and we're grateful for the partnership with him and now Snickers," said Mark Hedstrom, US Executive Director at Movember. "This gesture is a continuation of his previous relationship with the organization, and the proceeds will make a difference in changing the face of men's health through our world-class research and support programs."

Recipients of the SNICKERS Chain who showed their hunger for more during the regular season were:

- Marquise Brown
- Eddy Piñeiro
- Cooper Kupp
- Gardner Minshew
- Will Fuller
- Stefon Diggs
- DeMarcus Lawrence
- Tevin Coleman
- Tyler Lockett
- Chris Godwin
- Taysom Hill
- Emmanuel Sanders
- Stephon Gilmore

Officially back in the big game after two years away from the spotlight, SNICKERS will air its new 30-second commercial during the third commercial break of the first quarter of Super Bowl LIV on Sunday, Feb. 2, 2020 on FOX. The spot highlights the world's out-of-sortsness and shares how SNICKERS plans to fix it. A longer version of the commercial will be available on the SNICKERS [YouTube channel](#).

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Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M'S®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals, Blue Pearl®, VCA® and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 100,000 Associates to create value for all its partners and deliver growth they are proud of every day.

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About Movember:

Movember is the leading global men's health charity. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on prostate cancer, testicular cancer and mental health. In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. To donate or learn more, please visit www.Movember.com

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