

Confetti Coloring Challenge for Hunger Relief



Confetti is all about celebrating colors. Our mission is to bring the tastiest veggies and plants into consumers' lives via the most accessible food - Snacks! In the months of summer, we have collaborated with leading sustainable F&B brands, famous artists, and retail partners to bring you the summer Confetti Coloring Challenge. This challenge goes to raising funds for children struggling with hunger and malnutrition in the poorest regions of the world affected by war, famine, natural disasters, or political instability. Proceeds go to providing emergency food assistance, basic needs, and school meals.

#ColorForHunger



Confetti Snacks Colouring Challenge for Zero Hunger

Confetti Coloring Challenge is a hunger relief fundraiser organised by Confetti Snacks, the mission led manufacturer of nutrient dense award winning snacks crafted from upcycled vegetables. Confetti Snacks have curated a collection of veggie postcards & bookmarks. We invite adults and children to celebrate colorful plants and let their imagination run free using coloured pencils, crayons, paint, markers and submit their colourful pieces of art. The theme this summer is **'Eat your Colors!'**

Win colorful packages including vegan staycations, gourmet F&B bundles, memorable vegan lunch or dinner dates with change makers in food and sustainability, and a batik workshop and merchandise curated by an expert! Let's color and harness the power of plants to save lives today and join the fight against hunger.



Confetti is excited for you to discover the power of our colorful plant kingdom and nutritious colors of the rainbow with our award winning scrumptious snacks. Every summer, we bring some color and joy into people who need it the most. About 800 million people face hunger and malnutrition every day, and 8.6 million die from hunger each year, most of them children. 1 in 3 people on earth suffer from some form of malnutrition. Eradicating hunger and malnutrition is one of the great challenges of our time.



The main idea behind Confetti's Colouring Day is to encourage adults and children to explore their creativity, and to get people to indulge in plant based colors of the rainbow for a healthy lifestyle. For every artwork submitted, Confetti supports the United Nations World Food Programme with 10 Singapore Cents. Confetti encourages as many artworks submissions as possible because the proceeds from this Confetti Coloring Challenge will go to provide nutritious meals to communities facing extreme poverty and hunger. In addition, for every snack bundle sold on ConfettiSnacks.com \$1 will be donated towards the UN's hunger relief efforts.

About 800 million people face hunger and malnutrition every day, and an estimated 8.6 million die from hunger each year, most of them children. 40% of nutrient-rich produce is discarded annually largely due to cosmetic reasons. It's an enormous amount of waste while people are dying from hunger which is exacerbated more now due to the current pandemic. At Confetti, our mission is to attempt to solve both challenges by upcycling produce to tasty gourmet snacks, while contributing to zero hunger.



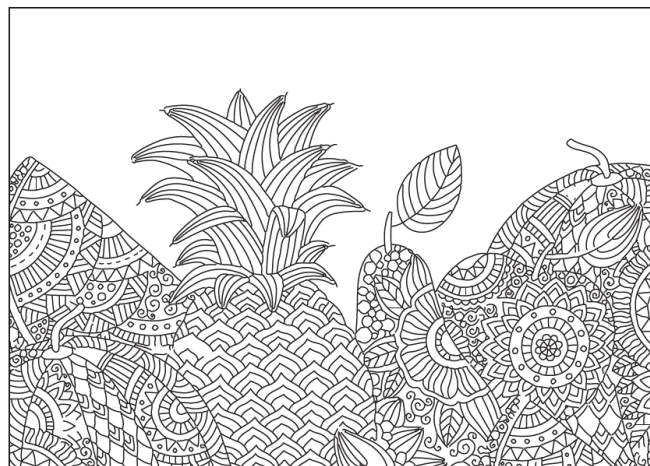
How to take part

Confetti Snacks invites anyone living in Singapore to participate in the **Confetti Coloring Challenge for Zero Hunger**. Participants must submit their finished artworks to Confetti Snacks within the contest period. While you submit your artworks to support our fight against hunger, you also stand a chance to win marvellous vegan bundles, prizes and adventurous meaningful experiences with F&B change makers. Lets celebrate colors and plants with Confetti Snacks!

Print any of these coloring sheets. Here are 6 fun designs for you to choose from! Link to more coloring sheets - <https://www.confettisnacks.com/pages/colorforhunger>



Eat Your Colors !



How to enter:

- 1 Color these veggies. Follow us on Instagram @ConfettiSnacks
- 2 Go to [confettisnacks.com/colors](https://www.confettisnacks.com/colors) and submit a picture of your finished work. 3 grand winners will receive a mystery staycation, a meal with a changemaker, gourmet F&B bundles, and a Batik workshop. 17 consolation winners will win exclusive vegan and batik bundle sets.
- 3 Write a lovely note to someone you love and care about. Cut out both sides, use a UHU stick to glue them together, and mail it to them.

This contest is open to all Singapore residents, PRs, and foreign nationals residing in Singapore, except employees and immediate families of Confetti Fine Foods Private Limited (herein known as "Confetti"). The Confetti Coloring Challenge is held from 7th May to 31st July 2021. All entries must be received by 31st July 2021 to qualify for the draw. All winners will be notified via email/phone. The judges' decision is final, and no correspondences will be entertained. The Organizer and Confetti reserves the rights to change the terms of the competition, and/or may swap or change prizes at their discretion.

Instructions

- 1) Like and Follow us on **@ConfettiSnacks**.
- 2) Color with any medium (crayons, digital, color pencils, watercolors, acrylic, glitter, beads, or any creative medium you want). Have as much fun as you like.
- 3) Write a lovely note to someone special, glue together, and mail it out to share the love!

Go to ConfettiSnacks.com. Upload with 1 clear image of your artwork, with your Name, Age, Mobile number, Residential Address. Upload the image on IG story beside your favorite Confetti Snack, and #ColorForHunger to win extra Confetti Points!

Winners will be contacted by Email, Mobile, or WhatsApp. Winning entries will be uploaded on the Confetti Snacks official website, Instagram **@ConfettiSnacks**, and DBS The Burrow Socials.



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Judges



Yip Yew Chong

True to Yew Chong's iconic murals, the paintings showcase scenes that are panoramic yet intricate, providing a visual history of Singapore. You'll see familiar cultural festivals and traditions like the Mid-Autumn Festival, Hari Raya Haji, Chingay procession and the Hungry Ghost Festival depicted in some of his street art.

Mr Yip is a Singaporean artist who practises different visual mediums like murals, canvas, sketches, installations, digital drawing, photography and video-making. He loves creating public murals because they are the most visible, being on the streets. You might have seen his murals in Chinatown, Kampong Glam, Everton Road, and many other places around Singapore.

A common trait of all his artworks is that they are intricately detailed and tell stories, especially of my childhood memories, a bygone era or lost place; and at times, mixed with present day real scenes in a whimsical manner. I hope the artworks will evoke in the audience a sense of warmth in their hearts and fond personal nostalgia; and they in turn, will be inspired to tell their own stories.

<https://yipyc.com/blog/category/murals/>



Sujak Rahman

Sujak has been regarded as one of the finest artists in the art of batik painting in Singapore and the region. He is certainly one of the few who is consciously developing batik methodology through his paintings, as well as combining the style and technique of modern visual art.

Since 1976, Sujak has held seven solos in Singapore and Japan, with the latest in Singapore in 2012. His works have been shown in group exhibitions in Japan, Moscow, Taiwan, Saudi Arabia and the United Arab Emirates. Recipient of the National Day Art Award (1976), Merit Prize at Singapore Innovations in Art (1981), First Prize at the Hokkaido International Culture Exchange Award (1986), 'Pingat APAD' (1987), and Merit Prize at the IBM Art Award (1989). Amber competition, Japan.

<https://www.theartsprojects.com/sujak-rahman>



Agatha Lee, Textile Artist

Agatha's previous career as an environmental policy maker has enabled her to bridge the gap between nature and art, creating works to reconnect people with the environment. As an environmental advocate, her current work looks at slowing down and making the invisible visible. Agy was an invited artist for The Big Draw 2015, Playeum, art residency L'Observatoire 2017, and Singapore Design Week 2018, and exhibited at The Substation, Singapore Eco Film Festival, The Festival of Quilts (UK) and The Knitting & Stitching Show. She is a member of the Society for Embroidery Work and Fertile Art Refinery Singapore.

<https://www.agytextileartist.com/about-agy-textile-artist>



Michael Kravit, Award winning Creative Director, NYC

Award-winning creative thought leader with 15 years of experience in products and ideas to life. Creative Director of Honest Tea. Leadership of deep visual design strategy and development for packaging, retail artwork development and execution, video advertising, innovation, digital marketing campaigns and field activation. Developed over 60 new packaging items for brands such as No Evil Foods, Dang, Revolution Gelato, Super Coffee.

Michael's works have been awarded Best New Packaging, NEXTY, No Evil Foods, Comrade Cluck, 2017. Nielsen Design Impact Award, THE DIELINE AWARDS, Honest Tea, 2017. Global Packaging Design Awards, Honest Lemonade, Beverage World, 2015. Global Packaging Design Awards, Honest Kids Juice Packs, Beverage World, 2012

<https://kravitcreative.com/>



Jessie Chew, Creative Director and founder of State Creative, Singapore

STATE Creative is managed by Jessie Chew, whose background in design and marketing across a spectrum of industries. Her experience for the past 9 years spans across marketing strategy, branding and creative direction for fashion, beauty and the F&B industry and has served clients including The Hand Burger (The Soup Spoon, Singapore) and Scripps Network Singapore and hospitality group the Unlisted Collection. Currently, at STATE, Jessie manages the boarding of new creative business ventures and collaborations within Singapore and across Asia and Europe, notably Japan, Hong Kong and Spain. www.statecreative.com.sg



Tony Sugiarta, Batik Curator and founder of aNERDgallery

Tony Sugiarta is the founder of aNERDgallery, a Singapore-based art platform that specialises in presenting new narratives and contemporary artworks that utilises the concept, technique or medium of Indonesian batik or tenun woven cloths. Tony works with textile artisans to design and produce visual art installations and curates activities to initiate discussion around topics involving heritage arts, culture and sustainability. Tony has produced multiple projects including inVISIBLE: Exploring and Redefining Femininity through Batik (2018), Risk Talk (2019), BUMI (2019), Across the Universe (2019), 1+1 = Infinity: A Collaborative Digital Batik Art (2020), Reading Textiles, Weaving New Narratives. <https://www.nerdgallery.com/>



Confetti Contest Prizes

1st place Winner will spend a mystery 3D2N staycation by the ocean for 2, with a fully stocked vegan minibar provided by our F&B gourmet partners, a tasty plant-based dinner with the Confetti Yetis to understand what drives their mission in addressing food waste and ending hunger. An exclusive gourmet bundle box with leading sustainable F&B brands, 3 month's supply of Confetti Snacks, \$100 voucher by Food Folks, and batik experiential workshop that celebrates color via Batik's indigenous culture by an Indonesian expert curator.

2nd place Winner will spend a mystery 2D1N staycation with a fully stocked vegan minibar provided by our F&B gourmet partners, and scrumptious dinner with Shiok Meats to understand why cell based seafood is such a critical development for sustainability. An exclusive gourmet bundle box with leading sustainable F&B brands, 1 month's supply of Confetti Snacks, \$100 voucher by Food Folks, and a batik experiential workshop that celebrates color via Batik's indigenous culture.

3rd place Winner will receive a mystery 2D1N staycation for 2 with a fully stocked vegan minibar provided by our F&B gourmet partners, and a tasty vegan meal with Phuture Meat to explain the future of plant based consumption and its impact on the planet. An exclusive gourmet bundle box with leading sustainable F&B brands, 1 week's supply of Confetti Snacks, \$100 voucher by Food Folks, and a batik experiential workshop that celebrates color via Batik's indigenous culture.

17 Consolation Winners will receive a Zoo ticket, with a personalized tour with a zookeeper, a spokesperson for WWF, or Wildlife Conservation Society who will bring you on a behind the scenes adventurous experiential journey about wildlife conservation in Singapore. 1 exclusive Confetti treat box. An exclusive gourmet bundle pack with leading sustainable F&B brands, \$10 voucher by Food Folks, and Batik sustainable tote bag for groceries.

Sponsors

Official Partners & Sponsors



Official Dining Partner



SALADSTOP!

SPRMRKT



Terms & Conditions

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<https://docs.google.com/document/d/16DewBIRxMR-Ks9dq8Y1sAc00WqBaLxN-6V-ucp4xLT8/edit>



Socials

- 1) Something exciting is coming your way / Posted already
- 2) 6 May / PR & Website Announcement / It’s official launch!
- 3) 15 May / Cool entries Part 1 (Feature 5 KOLs artworks)
- 4) 1 June / Holiday fun Part 2 (Feature 5 KOLs artworks)
- 5) 15 June / Cool entries Part 3 (Feature 5 KOLs artworks)
- 6) 31 July / Thank you Note Part 4 (Judges will now deliberate)
- 7) 8 August / Winners announced Part 5 (Congratulations)

Note: We have 30 brand partners and sponsors. 3-4 brand partners will be featured on Confetti’s IG every week, over the course of 12 weeks for the 2 months plus that the contest is live.



Socials

26 May Platform goes Live & The Burrow Contest Announcement

DBS Platform Launch, Promo code exclusive to DBS members (The Burrow). Confetti highlight. Post 1 - Explains Confetti's mission is to try to address large environmental challenges in food waste by upcycling produce to tasty gourmet snacks, while contributing to zero hunger. Facebook teaser, and Platform contest launch. Announce the Art contest

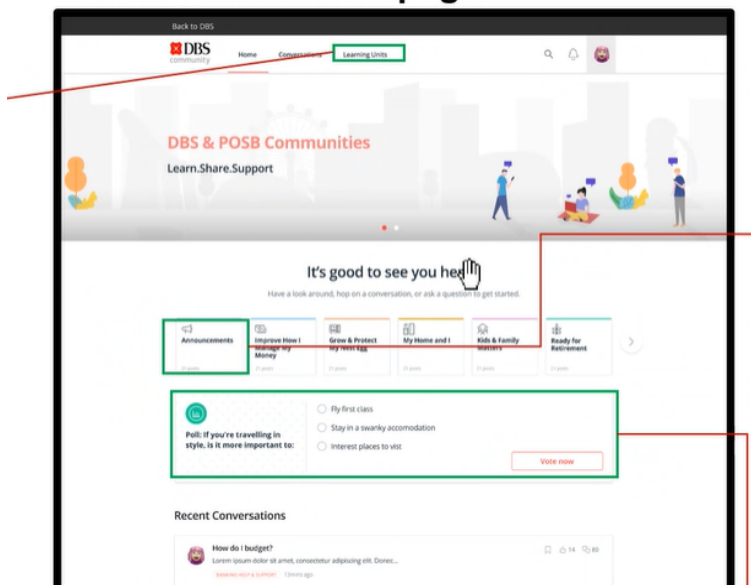
3 more Posts in June - Contest Reminders

Post 2 - Reminders of the Art contest to the community and the public. Publish colouring sheets in PDF so users can download from the website or FB, and color at home or in the office as a positive reinforcement to eat more colors via veggies and fruit. And use art as a therapy to relieve stress from the pandemic and back to back zoom calls. Facebook teaser, and Platform contest reminder.

Reach: >35k community for Facebook (POSB Parents 13k, The Burrow 23k)
Communities homepage on The Burrow by DBS.

DBS EDM - Mention about Confetti, newsletter - Perks, promo code \$5 off DBSCONFETTI5.
Terms and Conditions to be added.

Communities Homepage



Bio

Confetti Snacks are award-winning marvellous vegetable chips dressed in exotic, adventurous flavours inspired by Singapore's rich culinary heritage. The Michelin featured scrumptious plant based gourmet snacks are upcycled from ugly produce, and deliver a punch of veggie goodness. A portion of proceeds go to alleviate global hunger and environmental causes, with partners such as 1 for a Better Planet, Upcycled Food Association, Business for Good, and the Centre for Responsible Future. Confetti makes delicious upcycled snacks from ugly or imperfect veggies to reduce food waste, and uses colourful plants to feed the hungriest people in the world using a Robin Hood approach. They donate a portion of nutrient dense snacks to end hunger and malnutrition by working with global humanitarian missions to distribute in the poorest regions of the world. Confetti has been awarded 'Best Gourmet Snack of 2021' by APAC Insiders, 5th Annual Singapore Business Awards, and 'Tasty Singapore Brand Ambassador' in 2019 and 2020.



Get in touch with Confetti Snacks!

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