

WIN A CHANCE TO ATTEND FOR FREE !

Salman Amin

SVP & Global Chief Marketing Officer, PepsiCo

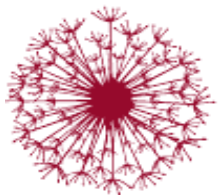
**Conference for Positive Marketing Awards and Networking Reception
Thursday, November 1, 2012 @ 6:30-9:30 p.m.
Lowenstein 12th Floor Lounge, LC**

Contest Description:

**Visit www.CenterforPositiveMarketing.org to learn about Positive Marketing
Submit a 1-page paper OR 3-minute video describing how PepsiCo employs
Positive Marketing to the Center for Positive Marketing's Facebook Page @
<http://www.facebook.com/CenterForPositiveMarketing>**

**Get your friends to "Like" your entry! Winners will be chosen based on
Popular vote (most Facebook "likes") and Judges' Evaluations**

2 Winners from Gabelli, 2 winners from GBA



THE CENTER FOR POSITIVE MARKETING
AT FORDHAM UNIVERSITY

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