

FRENCH'S® MUSTARD HOSTS THE NO MORE KIDS WITH CANCER “MUSTARD CHALLENGE” AT NATIONAL MUSTARD DAY

SATURDAY, AUGUST 5, 2017

MIDDLETON, WISCONSIN, UNITED STATES, July 27, 2017

/EINPresswire.com/ -- French's [Mustard](#) is once again an official sponsor of National Mustard Museum as it hosts its 27th annual National Mustard Day celebration on Saturday, August 5, from 10 a.m. to 4 p.m. This year's big squirt will host the world's biggest Mustard Challenge.



French's Mustard has teamed up with The Mustard Museum and the childhood cancer research accelerator [No More Kids with Cancer](#) to promote the

“Mustard Challenge”. The Challenge encourages people to eat a spoonful of French's mustard, film themselves, share their videos on social media, and donate to www.mustardchallenge.com. One hundred percent of donations from the Mustard Challenge will fund pediatric cancer research, and funds raised at the Mustard Challenge on National Mustard Day at the Mustard Museum will be matched by French's Mustard. This is part of the French's “We Promise” program that appears on French's products and across all of its communications, promising “great taste, real ingredients, and true commitment to our communities”.

Additionally, all funds raised and matched by French's Mustard for the Mustard Challenge will also be matched by Stand Up To Cancer, resulting in a QUADRUPLE YOUR IMPACT opportunity for all donations from now until August 7, 2017.

Beginning at 1:00 p.m., mustard lovers, led by the French's mascot, will gather in front of the Main Stage at the Mustard Museum on Hubbard Ave in Middleton, WI to participate in world's biggest Mustard Challenge. Those that cannot attend the National Mustard Day Festivities at the National Mustard Museum can participate in the Mustard Challenge by taking the following steps:

- Film yourself eating a spoonful of hot mustard, challenge four friends to do the same, and donate at www.mustardchallenge.com.
- Post your video on your Facebook, Twitter and Instagram feed.
- Tag your friends, set your post status to “Public” and include #MustardChallenge #NoMoreKidsWithCancer in your post.
- Most importantly, donate at mustardchallenge.com and help cure childhood cancer.
- Visit www.mustardchallenge.com for more detail.

The Mustard Challenge is a grassroots campaign that raises awareness and funds to discover safer, less toxic and more effective treatments for children with cancer – the leading cause of death by

disease of children in the U.S. One hundred percent of donations from the Mustard Challenge will fund pediatric cancer research, and the first \$6 million raised by the Mustard Challenge will be matched by Stand Up To Cancer to fund a new, collaborative Pediatric Brain Cancer Dream Team.

“We believe kids, like adults, deserve treatments that are safer, less toxic and more effective than therapies developed from as far back as the 1950s,” said No More Kids with Cancer co-founder Amy Summy. “We thank French’s Mustard for their support and we hope that live Mustard Challenge events like the one at the Mustard Museum on Mustard Day will raise awareness and funds for childhood cancer research, expand treatment options, decrease suffering and improve outcomes for children with cancer.”

For more information on No More Kids with Cancer, visit www.nomorekidswithcancer.org.

“We at French’s are proud and honored to support No More Kids with Cancer and The Mustard Challenge,” Says Abigail Powell, Vice President of The French’s Food Company. “We hope this event and other efforts help to drive awareness and funds for this wonderful organization.”

French’s has been a proud supporter of the National Mustard Museum and National Mustard Day for over 20 years. Beyond the Mustard Challenge -- National Mustard Day will feature a family-friendly salute to the King of Condiments featuring live music, mustard games, lots of hot dogs (to be slathered with mustard), frozen mustard custard, French crepes as well as family friendly games including “Hoops for Koops” Mustard Ring Toss, Fishing for Mustard, the Mustard Wheel of Fortune, Mustard Bowling, and the always popular “Feed the Curator.” The POUPON U Accordion Band will kick off the day’s activities and local favorites The Red Hot Horn Dawgs, followed by Marcy and the Highlights, will fill the stage.

The National Mustard Museum celebrated its first National Mustard Day in 1991 with only a small gathering of friends in the Curator’s back yard. It has grown to a major festival known around the world for its surreal dedication to a condiment that millions may take for granted – though not the mustard fanatics at the Mustard Museum. Last year, more than 6,000 fans of the Golden Condiment attended National Mustard Day and even more are expected this year.

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