

## **MY M&M's Rolls Out Star Wars-Themed Candy for 'May the 4th'**

MT. ARLINGTON, N.J. (PRNewswire) — To celebrate Star Wars Day on May 4<sup>th</sup>, MY M&M'S is unveiling "sweet" Star Wars-themed MY M&M'S chocolate candies and merchandise. Now, fans of either the dark or light side can join the chocolate 'm'pire and display their allegiance with special blends of M&M'S with well-known Star Wars phrases and characters like Darth Vader and Yoda.

Available in a wide variety of packaging options, Star Wars MY M&M'S are the ideal party favor for celebrations on May 4, or to help celebrate any special occasion.

"Star Wars is a phenomenally well-known and well-loved franchise and, with the introduction of Star Wars-themed MY M&M'S, fans have a fun and unique way to show their dedication," said Leslie Convey, General Manager of MY M&M'S.

MY M&M'S allows Star Wars fans to choose from a wide variety of unique merchandise at [www.mymms.com/StarWars](http://www.mymms.com/StarWars) [1], including:

- Star Wars M&M'S Blends – choose from three different pre-printed blends: red, gray and black dark side M&M'S, blue and white light side M&M'S or gold and silver M&M'S with the famous "May the Force Be with You" phrase
- Star Wars Character Candy Dispensers – a nostalgic old-fashioned candy dispenser that features M&M'S characters dressed as Darth Vader, Luke Skywalker, Darth Maul or Clone Troopers and comes with a one-pound bag of Star Wars blend chocolate M&M'S<sup>®</sup> candies
- Star Wars Glass Bowl – display your Star Wars fandom and add to your collection with a glass bowl personalized with favorite characters and movie scenes, and a one-pound bag of official Star Wars M&M'S
- Star Wars Party Favors – celebrate May the 4<sup>th</sup> in style by giving your party guests favors they won't forget. Choose from silver tins or pillow packs featuring Star Wars characters and logos

Join the force and "May the 4<sup>th</sup> be with you!"

For more Star Wars MY M&M'S chocolate candies and gift ideas, visit [www.mymms.com/StarWars](http://www.mymms.com/StarWars) [1].

### *About Mars Retail Group*

*Headquartered in Mt. Arlington, New Jersey, U.S., the Mars Retail Group creates and builds retail businesses that build the brands of Mars, Incorporated. The iconic M&M'S<sup>®</sup> World stores, located in New York City, Las Vegas, Orlando, and London, currently represent Mars' largest retail business. MRG also operates the company's Licensing and MY M&M'S businesses, as well as the gourmet chocolate business*

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*that is sold under the ETHEL M brand name.*

*Mars Retail Group is a division of Mars, Incorporated. In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the objective of creating a "mutuality of benefits for all stakeholders" - this objective serves as the foundation of Mars, Incorporated today. Based in McLean, Virginia, Mars has net sales of more than \$33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 75,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.*

*Mars brands include: Petcare - PEDIGREE®, ROYAL CANIN®, WHISKAS®, BANFIELD® Pet Hospital, NUTRO®, SHEBA®, DREAMIES® and CESAR®; Chocolate - M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley - DOUBLEMINT®, EXTRA®, ORBIT® and 5™ chewing gums, SKITTLES® and STARBURST® candies, and ALTOIDS® AND LIFESAVERS® mints. Food -UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS®, SEEDS OF CHANGE® and ROYCO®; Drinks - ALTERRA® Coffee Roasterscoffee, THE BRIGHT TEA CO.® tea,DOVE®/GALAXY® Hot Chocolate, and FLAVIA® brewer; Symbioscience - COCOAVIA® and WISDOM PANEL®.*

*For more information, please visit [www.mars.com](http://www.mars.com) [2]. Follow us: [facebook.com/mars](https://www.facebook.com/mars), [twitter.com/marsglobal](https://twitter.com/marsglobal), [youtube.com/mars](https://www.youtube.com/mars).*

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### **Links:**

[1] <http://www.mymms.com/StarWars>

[2] <http://www.mars.com/>