

# Hillshire Farm<sup>®</sup> SNACKED! Brand and Samsung Galaxy Book 2 Series to Serve as Premier Sponsors of 2022 Scripps National Spelling Bee

May 23, 2022

CINCINNATI - *Hillshire Farm*<sup>®</sup> SNACKED! brand and Samsung Galaxy Book 2 Series have signed on as the Premier Sponsors of the 2022 Scripps National Spelling Bee.

The Scripps National Spelling Bee will welcome 234 spellers to National Harbor, Maryland, from May 31-June 2 for the national rounds of competition and the first fully in-person Bee since 2019. For the first time in Bee history, the competition will air exclusively on ION and Bounce, which are part of Scripps' portfolio of free, over-the-air national networks. The semifinals will be televised on Wednesday, June 1, from 8-10 p.m. with the finals live on Thursday, June 2, from 8-10 p.m. Accomplished actor, director, educator and lifelong children's literacy advocate LeVar Burton hosts the 2022 Scripps National Spelling Bee.

*Hillshire Farm*<sup>®</sup> SNACKED! brand will host a themed snack bar backstage for participants. The brand is also creating the first-ever "pay with words" vending machine – where correctly spelled words earn players a *Hillshire Farm*<sup>®</sup> SNACKED! snack pack. The vending machine will make an appearance in NYC May 25<sup>th</sup> and at the beginning of Bee Week in National Harbor, Maryland. To participate, listen as the machine announces a word, and then simply spell the word you hear using the touch screen keypad. The vending machine will dispense a free *Hillshire Farm*<sup>®</sup> SNACKED! snack pack, comprised of a meat, cheese and sweet treat, for every word spelled correctly.

Samsung is sponsoring the on-air Scripps National Spelling Bee countdown clock. Spellers must give their answers within a designated time to advance. The Bee's on-air countdown clock starts at two minutes when a speller is given their word, and they must finish spelling the word before time is up. The clock is also used in word meaning rounds in which spellers have 30 seconds to choose their answers from a multiple-choice list. The on-air clock keeps the audience attuned to how much time spellers have remaining.

The Bee is the nation's longest-running educational competition, having launched in 1925. The E.W. Scripps Company (NASDAQ: SSP) is the longtime steward of the competition and owns ION and Bounce. ION is the No. 5 most-watched entertainment network in primetime, and Bounce is the No. 2 most-watched network targeted to African Americans. Both networks are available across broadcast and cable TV. For where to watch the Scripps National Spelling Bee, visit [here](#).

#### **About the Scripps National Spelling Bee**

The Scripps National Spelling Bee is the nation's largest and longest-running educational program, having launched in 1925. The purpose of the Scripps National Spelling Bee is to help students improve their spelling, increase their vocabularies, learn concepts and develop correct English usage that will help them all their lives. Visit [spellingbee.com](http://spellingbee.com) for more information about the Scripps National Spelling Bee, which is administered on a not-for-profit basis by The E.W. Scripps Company (NASDAQ: SSP).

#### **About Scripps**

The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Defy TV, Grit, ION Mystery, Laff and TrueReal. Scripps is the nation's largest holder of broadcast spectrum. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way."

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