

Snow White and the Huntsman



Idea 1:

- Host an Iron Chef Competition with the “secret” ingredient being apples and encourage the teams to create a healthy snack.
- For promotions, ask members from the Equestrian Club or local police department to ride around campus on horses to promote the event, and put a large mirror at a high traffic area on campus that reads “fairest of them all.”
- You could also serve homemade candied apples at your event.

Snow White and the Huntsman



Idea 2:

- Use the iconic apple from the original story as the centerpiece of your advertising for your movie screening.
- Hand out apples on campus along with the show information and get some graphic design majors to create some various themes with the apple as the centerpiece.
- Work with your food services department to see where you can incorporate signage in your cafeteria for the screening.