



Media Release

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GET SOME GOO THERAPY WITH CADBURY® CREME EGG®

It's a new year, the work's piling up already and the holidays seem light years ago... Thank goodness for the return of Cadbury Creme Egg.

Yes, Cadbury Creme Eggs are back on New Zealand shelves and, for a limited time, Kiwi chocolate lovers can once again indulge in the gooey deliciousness that only Creme Egg offers.

But don't muck about – you've only got until Easter to get your Creme Egg fix before you'll have to wait another whole year to unleash the goo.



To make the most of Creme Egg season and relieve a bit of that back-to-work stress, we recommend a course of Goo Therapy, available free of charge at facebook.com/gootherapy.

Cadbury's expert goo-therapists know that making a Creme Egg explode with gooey goodness is a great way to feel better and relieve pressure. Goo Therapy equips chocolate lovers in need of a little light relief with a range of tools to creatively unleash gooey destruction upon those Creme Eggs.

And if that's not enough to soothe that back-to-work tension, there are also 10 chances to win an instant cash prize of \$500, guaranteed to put a smile on your face. All you need to do is unleash the goo. So get cracking!

The promotion runs from 5 February to 1 April.

To learn more about Cadbury Crème Egg and other Cadbury products, visit www.cadbury.co.nz