

Hostess® Brands Invites Fans to Join the Sweetest Mission Ever and Celebrate the Penguins of Madagascar Release with Operation Hostess Holiday Sweepstakes

December 1, 2014 3:38 PM ET

Hostess® Introduces Gingerbread Spice Donettes for a Limited Time in Packaging Featuring the *Penguins of Madagascar*

Fans Can Enter for a Chance to Win a Grand Prize Trip to Washington, D.C., or a Private Movie Screening for 50

December 01, 2014

Join the holiday fun as Hostess Brands celebrates the theatrical release of DreamWorks Animation's *Penguins of Madagascar* with the "Operation Hostess Holiday" sweepstakes and the introduction of limited-time-only seasonal favorite Gingerbread Spice Donettes

Hostess lovers and *Madagascar* fans alike can use the holiday card creator on the Hostess Facebook page to send a custom e-card and a Hostess coupon to friends and family. Each sender is then entered into a drawing for the chance to win one of two exciting prizes – a trip for 4 to the Spy Museum in Washington, D.C., or a private screening of the film for 50 people of their choosing. Visit [Facebook.com/Hostess](https://www.facebook.com/Hostess) to learn more.

"Hostess Brands is excited to align with DreamWorks Animation to celebrate of the release of *Penguins of Madagascar*," said David Leavitt, Vice President of Marketing at Hostess Brands, LLC. "We can't think of a better way for Madagascar fans everywhere to celebrate the movie's release and the holiday season than with our new limited edition packaging and the chance to win sensational prizes."

Fans can now visit local retailers and grocers to find multipacks of Hostess Gingerbread Spice Donettes as well as Sno Balls and Ho Ho Hos in festive limited edition packaging. All bags and single serve portions of Powdered, Frosted Devil's Food, Frosted Chocolate, Glazed and Crunch Donettes® will also feature limited-time Penguins packaging.

Spark Alliance Marketing served as the agency that worked with Hostess and DreamWorks Animation on the concept, strategy and execution of the promotion.

For more information about Hostess products and Hostess Brands, LLC, please visit hostesscakes.com and hostessbrands.com. Follow Hostess on Twitter: [@Hostess_Snacks](https://twitter.com/Hostess_Snacks) ; on Facebook: [facebook.com/Hostess](https://www.facebook.com/Hostess) ; on Instagram: [Hostess_Snacks](https://www.instagram.com/Hostess_Snacks) ; on YouTube: [youtube.com/HostessSnacks](https://www.youtube.com/HostessSnacks) ; on Pinterest: [pinterest.com/hostesscakes](https://www.pinterest.com/hostesscakes) ; and on Tumblr: hostesssnacks.tumblr.com . Hashtag: #comeback

Contacts

LAK Public Relations, Inc.
Marie Espinel, 212-575-4545
mespinel@lakpr.com