



Q: What is the TWIX® Doughboard?

A: The TWIX “Doughboard” will be created in celebration of the national rollout of new TWIX Cookie Dough. The TWIX Doughboard is a unique splitboard that will be custom designed in collaboration with one fan and snowboarder, Maddie Mastro.

Q: What is splitboarding?

A: Splitboarding is the hottest winter sports trend bringing together the power of the left and right skis – much like the left and right TWIX – to provide winter sports enthusiasts access to the fluffy snow found in the backcountry. Essentially a splitboard is a snowboard that can split into skis to enable a snowboarder to hike up mountains in the backcountry. The board is then reassembled to at the top to allow the snowboarder to enjoy the fresh backcountry snow.

Q. Is splitboarding safe?

A.: Splitboarding should always be practiced safely, with those that are taking part in the activity understanding the risks and taking appropriate measures to ensure safety is a top priority while enjoying snow sports in the backcountry. Participants should have proper safety equipment, training, and check local avalanche forecasts before venturing out into the backcountry or beyond the boundaries of local ski areas. There are many resources online that provide forecasts and training to ensure splitboarding can be undertaken in a safe and responsible way.

Q. Can I use the splitboard like regular skis or only a snowboard?

A: The splitboard splits into two halves giving access to the backcountry. It can then be used as a functioning snowboard. It is not recommended to be used as downhill skis.

Q: Who created the TWIX Doughboard?

A: The TWIX Doughboard, is a handcrafted, high quality splitboard made in Colorado by snowboarders. The Doughboard will be fully functional and should only be used by those who have undergone avalanche training and have the right skills to access the backcountry.

Q: Where will the TWIX Doughboard be created?

A: The TWIX Doughboard will be created in Colorado.

Q: Why did TWIX create the Doughboard?

A: TWIX is introducing the Doughboard to celebrate the new TWIX Cookie Dough hitting shelves nationwide. The Doughboard is a play on the name of TWIX Cookie Dough, while the splitboard illustrates the power of the left and right skis coming together, much like left and right TWIX.

Q: Why did TWIX partner with Maddie Mastro?

A: TWIX is excited to partner with snowboarder, Maddie Mastro, for the creation of the TWIX Doughboard. She is a fantastic athlete and a huge fan of TWIX.

Design Contest Q&A

Q: What does the TWIX® Doughboard contest entail?

A: From January 26 to February 8, 2023, fans can submit their original designs at TWIX.com/cookiedough for a chance to have their design featured on one half of the TWIX Doughboard, alongside the other half designed by Maddie Mastro.

The winning design will be chosen shortly after the contest period ends, with the winner being notified via email.

Q: Why is TWIX running this contest?

A: To celebrate the national availability of TWIX Cookie Dough, TWIX is holding this contest to give fans the once-in-a-lifetime opportunity to provide a design for half of a splitboard that will be manufactured and given away to consumers.

Q: How do I enter/win?

A: Those aged 18 and older can submit their original designs for one half of the TWIX Doughboard by uploading a photo at TWIX.com/cookiedough and following the instructions provided on the site to complete the entry form.

All entries must be received by February 8, 2023 at 11:59 p.m. ET, with just one entry per household permitted.

Q: What are the design requirements for the TWIX Doughboard?

A: We encourage fans to use their creativity when submitting their original designs for the TWIX Doughboard. Entries will be judged on originality and adherence to the rules.

Q: Who will be selecting the winner?

A: A judging panel in collaboration with Maddie Mastro will judge all eligible submissions.

Q: What happens if I win?

A: Winners will be notified by email within 30 days of the contest closing.

The winner's design will be shown on one half of the TWIX Doughboard, alongside Maddie Mastro's design. The winner will receive one limited-edition TWIX Doughboard, TWIX Cookie Dough product and an all-expenses* paid trip to meet Maddie and test out the TWIX Doughboard.

*See terms for details

Q: How many winners will be announced?

A: One grand prize winner will be announced.

Q: When will winners be announced?

A: The winner will be announced in late March or early April 2023. Keep an eye on the TWIX social accounts for the announcement.

Q: Why are you asking for my email address?

A: The winner of the contest will be notified via email.

Q: The microsite isn't working.

A: We're sorry about that! Please contact us at www.mars.com/contact-us for assistance.

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