



For Immediate Release

**NEW RUBE GOLDBERG CONTEST ANNOUNCED FOR 2021**  
***“Shake & Pour a Box of NERDS®”***

**CANDY-CENTRIC CONTEST**  
**OPEN TO FAMILIES/STUDENTS AT HOME AND SCHOOL**

***NERDS® Candy to Cover Entry Fee for 100 Family/Student Groups***

NEW YORK, September 9, 2020 – What’s a fun, creative, and wacky way to battle boredom? Now more than ever, building a Rube Goldberg machine, a crazy chain reaction contraption that accomplishes a simple task in a complicated way, might be the answer. The addition of candy makes it even sweeter.

Rube Goldberg Inc. has announced details today for the 2021 Rube Goldberg Contest. Adapting to the times, the annual contest will be open to both students and families at school and at home. The process of constructing a Rube Goldberg machine provides an engaging and entertaining activity when families are spending more time at home.

The 2021 Contest task will be “Shake & Pour a Box of NERDS®” using 10 to 20 steps to pour the candy into a dish or hand. Every year since 1988, a new task has been assigned for the Rube Goldberg Machine Contest. Previous contest have asked to “Turn off a Light” or “Put Money in a Piggy Bank.” Participants are encouraged to use readily available household items and found materials for their machines.

“We are so excited to partner with Nerds candy as the task sponsor for this year's Rube Goldberg Machine Contest,” said Jennifer George, the Legacy Director of Rube Goldberg, Inc., the not-for-profit that bears her grandfather’s name. “The task for 2021 to ‘Shake & Pour a Box of NERDS®’ is perhaps the most fun, colorful, and tasty task we've had in our 33 years of competition. We can't wait to see what student and family builders come up with!”

The deadline for the “Shake & Pour a Box of NERDS®” contest is March 3, 2021. Winners will be announced on April 17, 2021. The first place team will win a team trophy and a \$250 award plus a matching amount for a favorite charity as well as Rube Goldberg swag, including RG backpacks, water bottles, light-up hats, books, stickers and more.

Contest rules can be found on the website at [rubegoldberg.com](http://rubegoldberg.com). Teachers and parents can register for one of the three divisions: Division Apprentice (ages 8-11), Division I (ages 11-14) and Division II (ages 14-18), and families can enter the new Family Division. The team leader (18 or over) can sign up on behalf of the student team by entering campaign promotional code, ‘NERDS2021’, when registering to be one of the first 100 teams that will receive free entry to the contest courtesy of NERDS®. A video about the contest is available [here](#).

### **About Rube Goldberg**

Rube Goldberg (1883-1970) was a Pulitzer-Prize-winning cartoonist best known for his comical chain reaction "invention cartoons," which were published in the weekly comics in hundreds of newspapers. The overwhelming popularity of these drawings made him and his cartoons a cultural icon, an adjective in the Merriam-Webster Dictionary and a term which is invoked daily in American media and by thousands of individuals. The concept behind all Rube Goldberg invention cartoons – complicated and funny ways to accomplish simple tasks – is responded to universally. The beloved Rube Goldberg Machine Contests™, which started as a small event in 1988, are now an annual nationwide competition welcoming teams from around the U.S. to celebrate his legacy. In addition to the annual competitions, Rube Goldberg, Inc. – a not-for-profit whose focus is on STEM/STEAM (Science, Technology, Engineering, Art, Math) – offers traveling museum exhibitions, books, licensing, merchandising, customized education curriculum, and entertainment opportunities, which continue to grow and enhance the brand. Follow Rube Goldberg on [Facebook](#), [Instagram](#) and [Twitter](#). Use the hashtag #rubegoldbergmachine.

To watch one of our favorite examples of a Rube Goldberg Machine, [click here](#).

### **About Ferrara**

Ferrara, a company related to The Ferrero Group, is an emerging powerhouse in the North American confections and sweet snacking categories. A passionate team of nearly 6,000 employees works together to share delight in every bite through leading brands that have shaped the industry for more than 100 years. Their diverse portfolio of nearly 35 brands includes SweeTARTS®, Trolli®, Brach’s®, Black Forest® and NERDS®, along with iconic favorites like Lemonhead®, Red Hots® and Now and Later®. Ferrara also manages the Keebler® and Famous Amos® businesses for The Ferrero Group. Headquartered in Chicago, Ferrara has an operational network of 20 locations in North America that includes manufacturing, distribution and R&D facilities. Learn more at [www.ferrarausa.com](http://www.ferrarausa.com).

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