

Pizza Hut to Award the Sweetest Tweets with the Sweetest Treats to Celebrate Valentine's Day

Thursday, February 11th, 2010 at 9:28 pm

Whether you are a modern day Casanova, a hopeless romantic or just love to flirt, your favorite pick up line may earn you more than just a smile or grimace this Valentine's Day.

Pizza Hut is inviting consumers with silver tongues to share pick up lines – the best, the worst and the cheesiest – by tweeting @pizzahut for the chance to win a single order of HERSHEY'S® Chocolate Dunkers®, Pizza Hut's chocolate-topped dessert sticks. Even if you are more of the target for amateur Cupid remarks than the sugar lips dishing out sweet commentary, Pizza Hut would love to hear a line that won you over.

"Valentine's Day is all about cheesy pick up lines," said Pizza Hut Tweetologist Alexa Robinson. "As a southern girl, one of my favorites is, 'Are you from Tennessee? Because you're the only ten I see!' I'm excited to see what other people send in."

To help set the mood for sweet tweeting, @pizzahut has compiled some more favorites:

"Hope you know CPR because you take my breath away."

"Did it hurt...When you fell from heaven?"

"You must be tired. You have been running through my dreams all night."

"I have had a really bad day and it always makes me feel better to see a pretty girl smile. So, would you smile for me?"

How to Enter

Sweet talkers and those who've heard every line in the book alike can enter by visiting <http://twitter.com/PizzaHut>. Participants are asked to tweet replies using the hashtag #iluvPH and directing tweets to @pizzahut. Submissions must be "G" rated and will be judged on originality and "sweetness" (see Official Rules at www.pizzahut.com/newsroom.aspx). The sweetest tweets will be selected by Tweetologist Alexa and the team at Pizza Hut. Pizza Hut will accept entries February 11 – February 14, 2010. Winners will be notified by direct message on Twitter on or by February 15, 2010.

The Prize

100 sweet tweeters will win a free single order of HERSHEY'S® Chocolate Dunkers®, Pizza Hut's chocolate-topped dessert sticks (in the form of a \$5 Pizza Hut gift card).

Any dessert lover is sure to fall for Pizza Hut's HERSHEY'S® Chocolate Dunkers®. HERSHEY'S® Chocolate Dunkers are freshly-baked, soft, melt-in-your-mouth dessert sticks topped with white chocolate and HERSHEY'S® milk chocolate – served with rich chocolate dipping sauce! The HERSHEY'S® trademark and trade dress are used under license.

Pizza Hut, America's Favorite Pizza, delivers more pizza, pasta and wings than any other restaurant. The only pizza company to be named a top ten franchise in 2009 by Entrepreneur Magazine, Pizza Hut began 50 years ago in Wichita, Kansas and today operates more than 10,000 restaurants in over 90 countries. Pizza Hut, Inc. is a subsidiary of Yum! Brands, Inc. (YUM). To check out what's new at Pizza Hut visit pizzahut.com.