Dr Pepper Tuition Giveaway Program Takes to TikTok with the #IDeserveTuitionContest

FRISCO, Texas, Sept. 20, 2021 /PRNewswire/ -- Dr Pepper today announced that its annual Tuition Giveaway program is actively accepting entries exclusively via TikTok, a whole new application process to unlock students' creativity. To date, the Dr Pepper Tuition Giveaway has provided over $12MM in tuition to deserving students across the country. By hosting entries on TikTok this year, the brand invites students to tap into their creativity, and reaches them on a platform on which they are highly engaged. Students can win up to $100,000 in tuition during the 2021-2022 college football season.

"We're pleased to have had awarded over $12 million to deserving college students in partnership with Scholarship America as part of our annual Dr Pepper Tuition Giveaway," said Derek Dabrowski, Vice President of Brand Marketing for Dr Pepper. "This year, we're excited to tap into a culturally relevant platform, connecting with students where they're already engaged and consuming entertainment, with the hope of reaching even more to support their education ambitions."

Beginning Saturday, September 18, 2021 and running through October 13, 2021, Dr Pepper is accepting video submissions on TikTok through the #IDeserveTuitionContest hashtag challenge. Students will be encouraged to share, in the most creative way they can, why they deserve tuition. The challenge will feature a custom sound build throughout the video and, when the beat drops, creators will showcase why they deserve tuition, how it will impact their lives, and how it will help them achieve their personal and professional goals. Creators will need to incorporate the #IDeserveTuitionContest hashtag into their videos.

Applicants may also be surprised with additional Tuition dollars from Dr Pepper partners including: TikTok Creator Alex Presley; TikTok's foremost nostalgic science educator, Bill Nye; reality star and business leader Mark Cuban; social experiment comedians AreYouKiddingTv; TikTok comedian Adam W; sports entertainment content creators Dude Perfect and more.

"I'm excited to team up with Dr Pepper for their annual tuition give-away," Bill Nye said. "It gives students a chance to follow their dreams and pursue careers as scientists, engineers, physicians, or any profession for which they have passion. It's fantastic."

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About Dr Pepper
Dr Pepper, a brand of Keurig Dr Pepper (KDP), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free, Cherry, and Cream Soda varieties. For more information, visit DrPepper.com or keurigdrpepper.com. For the brand's latest news and updates, follow Dr Pepper at Facebook.com/DrPepper or Twitter.com/DrPepper.

About Keurig Dr Pepper
Keurig Dr Pepper (KDP) is a leading beverage company in North America, with annual revenue in excess of $11 billion and nearly 27,000 employees. KDP holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks and mixers, and markets the #1 single serve coffee brewing system in the U.S. and Canada. The Company's portfolio of more than 125 owned, licensed and partner brands is designed to satisfy virtually any consumer need, any time, and includes Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's®, CORE® and The Original Donut Shop®. Through its powerful sales and distribution network, KDP can deliver its portfolio of hot and cold beverages to nearly every point of purchase for consumers. The Company is committed to sourcing, producing and distributing its beverages responsibly through its Drink Well. Do Good. corporate responsibility platform, including efforts around circular packaging, efficient natural resource use and supply chain sustainability. For more information, visit, www.keurigdrpepper.com.

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