OLD BAY® ANNOUNCES "THE GREAT OLD BAY CRAB HUNT," STARTING TODAY

For six weeks, fans can score prizes from this Chesapeake-favorite by visiting local businesses

HUNT VALLEY, MD, May 24, 2021 – Today, in honor of National Scavenger Hunt Day, OLD BAY has launched its six-week long augmented reality (AR) game: "The Great OLD BAY Crab Hunt." From now through July 12, the brand will share clues on Twitter, leading players to local organizations and businesses to #CaptureTheCrab. Each participating location will feature a QR code displayed outside. Fans scan the code, capture a unique AR crab, and enter to win prizes from OLD BAY and its partners.

Just in time for summer, the seasonal staple for all things crab, dips, cocktails, and more, hopes to get Marylanders outside, playing the game and visiting Baltimore icons, regional restaurants, and more. The goal is to drive fans, in a safe way, to places that would benefit from the extra foot traffic after a difficult year. With each solved clue, participants are entered for a chance to win unique prizes weekly, ranging from fun to flavorful. A grand prize winner will be awarded their very own OLD BAY Electric Scooter and Helmet, announced after "The Great OLD BAY Crab Hunt" concludes in July.

"OLD BAY is a homegrown Baltimore brand, so it felt right this year to support the community with an interactive game to promote what this city and region have to offer," said Jill Pratt, Chief Marketing Excellence Officer at McCormick. "It's great to see organizations and businesses across the area join in a fun, engaging activity this summer. We're looking forward to seeing fans participate, too."

"The Great OLD BAY Crab Hunt" is a web-based game that requires an internet-capable, camera-enabled device to participate. After tracking down each clue – ranging from the truly wild, to the flavorful, and skeletal – players use their device to whack the crab and be entered for a chance to win prizes during the game. The game is open to all legal residents of the states of Maryland, Virginia, and Delaware, and the District of Columbia who are 18 years of age or older.

Players can look for clues on OLD BAY Twitter and follow along in the fun with #CaptureTheCrab on Facebook, and Instagram. More details are available at OLDBAYCrabHunt.com and official rules can be found here. Fans can also enter the sweepstakes by sending their name, address, city, state, and zip code via email to OldBaySweeps@kpicentral.com. No purchase or payment is necessary to enter or win.

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Media Note: Please click here for high-resolution images of The Great OLD BAY Crab Hunt.

About OLD BAY:

For more than 75 years, this distinctive blend of 18 herbs and spices has been a time-honored taste. Just as the recipe hasn't changed, neither has the iconic yellow and blue can graphics. Once only enjoyed by a lucky few along the Chesapeake Bay, OLD BAY® Seasoning has gained fans all across the country. Best known as THE seasoning for shrimp, salmon, crab and other seafood dishes, these days, OLD BAY is used to flavor hamburgers, chicken, pizza, pasta, vegetable dishes and more. For information and recipes, visit www.oldbay.com and www.facebook.com/oldbay.

OLD BAY is one of McCormick & Company's (MKC) brands. As a global leader in flavor, McCormick has built a portfolio of leading flavor brands that enhance people's enjoyment of food all around the world. Every day, no matter where or what you eat or drink, you can enjoy food flavored by McCormick. Founded in 1889, McCormick envisions A World United by Flavor where healthy, sustainable, and delicious go hand in hand. To learn more, visit www.mccormickcorporation.com.

Media Contact:

Sarah Windham

443-844-9067

sarah_windham@mccormick.com

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