

Regional Odor-Eaters Rotten Sneaker Contest®

Official Rules

Austin County Fair

1076 E. Hill

Bellville, TX 77418

October 5, 2019

12:00 P.M.

NO PURCHASE NECESSARY TO ENTER OR WIN CONTEST. BY PARTICIPATING IN THE REGIONAL CONTEST ENTRANTS AND THEIR PARENTS/LEGAL GUARDIANS AGREE THEY HAVE READ AND UNDERSTOOD THESE RULES AND AGREE TO BE BOUND BY ALL OF THE TERMS OF HEREIN.

1. Eligibility: Entrant must be a legal resident of one of the 50 United States and the District of Columbia between (and including) the ages of five (5) and fifteen (15) years as of date of entry. Employees of Blistex Incorporated (“Sponsor”), its parent, subsidiaries, affiliates, advertising and promotion agencies and their family members (defined as parents, spouse, children, siblings, grandparents), and residents of their households are not eligible to enter. **Entrants must wear naturally worn sneakers.** All federal, state and/or local rules and regulations apply.

2. How to Enter: The Regional Rotten Sneaker Contests are open to the public. You must enter the contest at one of the seven Regional Competitions held in

1) Wheaton, IL (DuPage County Fair); 2) Eagle River, AK (Bear Paw Festival);
3) White Sands Missile Base, NM (Open to military and/or non-military personnel);
4) Rutland, VT (Vermont State Fair), 5) New York City, NY, 6) Denver County Fair, Denver, CO; 7) Bellville, TX (Austin County Fair). No footwear other than sneakers is allowed (as way of example only: no sandals, boots, dress shoes, etc.) Parent/legal guardian must accompany Entrants and complete and submit an **Eligibility, Consent and Release Agreement** in order for his/her child to participate in Contest.

3. Judging for Contest: One (1) winner will be selected from each of the Regional contest locations, and each winner will be automatically entered in the Odor-Eaters Rotten Sneaker National Contest in New York City, March 31, 2020. The judges will select winners based on the following criteria in equal measure: 1) shoe odor; 2) interior condition (appearance, signs of wear and discoloration, etc.); 3) exterior condition (dirtiness, raggedness of the sole, tongue, heel, lace/Velcro, toe, eyelets/grommets.); and 4) Entrant’s verbal response to the question of “Why he/she feels that he/she has rotten sneakers and how they got that way” (limited to 2 minutes). Each criterion will be scored on a basis of one (1) to five (5), with five being a bad condition/good answer and one (1) being a really horrendous condition/great answer. The Entrant with the lowest overall score will be named the Winner. The Contest will take place under the supervision of Sponsor (Blistex). In the event of a tie, the Winner will be determined based on the overall condition of the shoes.

Entrants agree to be bound by these Rules. The decision of Sponsor and judges Sponsor selects are final. Each Entrant, as well as their accompanying parent/legal guardian, must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.

4. Prizes: The following prizes will be awarded to the regional contest Winners:

\$200 in cash, the Golden Sneaker Award, a merit certificate, a year's supply of Odor-Eaters® products, and each winner will be automatically entered in the National Odor-Eaters Rotten Sneaker Contest held in New York City, March 31, 2020 (accommodations provided by Sponsor).

Sponsors make no warranties with regard to any prizes. Prizes are nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor in the event that any prize cannot be awarded for any reason, in which case, Sponsor will substitute a prize of equal or greater value.

5. Eligibility, Consent and Release Agreement: Prior to participating in the Regional Contest, parent/legal guardian of entrants will be required to execute an Eligibility, Consent and Release Agreement on behalf of themselves and their child.

6. Consent and Release Agreement/Prizes: Prizes will be awarded to the parent/legal guardian of Regional Winner. If Regional Prize Winner or parent/legal guardian rejects his/her prize or in the event of noncompliance with these Official Rules, the prize will be forfeited and the runner-up entrant will be declared the alternate winner, time permitting. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household.

7. Conditions: Entry constitutes permission to use Regional Entrants and each of their parents'/legal guardians' name, picture, likeness, and city and state of residence for purposes of trade, publicity, or promotion for no additional compensation except where prohibited by law. By participating, Entrants and their respective parents/legal guardians agree to release and hold harmless Sponsor, and its subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, contest judges, and the employees, officers and directors of each of them or others working on their behalf and any publishers, or other interested media from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, possession, acceptance and/or use, misuse or non-use of the prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Contest cannot take place, or if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

8. Sponsor(s): The Sponsor of this Contest is Blistex Incorporated, 1800 Swift Drive, Oak Brook, IL 60523-1574.

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