



Danie B Caring Foundation, Inc. Prom Shop Event Contest Rules

Eligibility:

Open to high school junior and senior girls and boys.

Participants must be able to attend the finale event on Saturday, February 28, 2026, from 10:30 AM – 2:30 PM ET to receive their dress or suit.

A parent or legal guardian must sign a release form for participation.

Contest Entry Period:

Registration opens Friday, February 13, 2026, at 5 PM ET and closes on Wednesday, February 25, 2026, at 11:59 PM ET.

How to Enter:

To participate, entrants must submit the following information:

1. Full Name
2. Email Address
3. Phone Number
4. Date of Prom
5. A 103-word essay explaining why they deserve a free prom dress.

Selection Process:

One hundred (100) winners will be randomly selected from the highest-scoring registrants based on:

- Date of Prom (5 points)
- Compelling Personal Story (10 points)
- Fifty (50) boys and Fifty (50) girls will be chosen to meet the one hundred (100) winners.

Winners will be chosen between Monday, February 23-25, 2026, by 10 PM ET.

Winner Notification:

Winners will be notified via phone call by Wednesday, February 25, 2026, by 10 PM ET.

Winners must confirm their attendance at Danie B Foundation's Prom Shop Event at an undisclosed location to claim their dress or suit.

If winner is unable to confirm their attendance by Wednesday, February 25, 2026, at 10 PM ET, they will be disqualified and another winner will be chosen.

Prize Claiming:

All winners must be present at the Prom Shop event on February 28, 2026, to receive their prom dress or suit.

Event Location:

Undisclosed location TBD upon confirmation

If a winner does not attend, they forfeit their dress, or suit and an alternate may be selected.

By entering this contest, participants agree to abide by these official rules and allow the Danie B Caring Foundation, Inc. to use their stories and images for promotional purposes.