



*The American Sewing Expo™, Inc*

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## **Show Your Support Bra Challenge Rules**

1. NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.
2. Contest is open to anyone who is a legal resident of the 50 United States or the District of Columbia. Employees of Coats & Clark and American Sewing Expo, Inc (Sponsors), their respective parents, subsidiaries, affiliates, advertising, promotion agencies and their family members (defined as parents, spouse, children, siblings, grandparents) and/or those living in the same household are not eligible to enter.
3. Enter by 1) completely decorating a bra (outside and inside) in the theme of your choice 2) titling your entry 3) completing an official entry form and fastening it securely to the inside of your entry with a \$5 donation to benefit the Barbara Ann Karmanos Cancer Institute. Any bra size and type is eligible. Bra must be new prior to decorating and thread must be used in some form on your entry. Send your completed entry to Show Your Support Bra Challenge, American Sewing Expo, 1385 Clyde Rd, Highland, MI 48357. Entries must be received by September 1, 2010. One entry per person, and no more than one entry per envelope/package can be submitted. Sponsors shall not be responsible for lost, late, mutilated or misdirected entries.
4. Entries become property of American Sewing Expo to be donated to charity unless specifically noted on entry form with an additional \$5 to be mailed back to owner or specifically noted on the entry form that you will be picking up your bra at the show – Sunday September 26 between 5:00pm and 5:30pm ONLY. You must bring photo ID and sign for your bra.
5. The Contest will take place under the supervision of the Sponsors. Winners will be determined by public vote hosted by sponsors on the internet.
6. The winning entries and qualifying entries may be displayed at the 2010 American Sewing Expo.

7. Sponsors reserve the right to disqualify any entry that is believed to contain obscene, offensive, or inappropriate content or that does not comply with the official rules.
8. Sponsors make no warranties with regard to the prizes. Prizes are not transferable. No prize substitution is allowed by the winner, but Sponsors reserve the right to substitute a prize of equal or greater value due to prize unavailability. Prizes are not redeemable by winner for cash value.
9. Sponsors have the right to photograph and use images of all entries. Entry constitutes permission to use the winner's 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. All entries must be original, may not have won previous prizes and must not infringe on any third party rights. Submission of an entry constitutes entrant's consent (or that of their parent/legal guardian should they be a minor in their state of residence) to irrevocably assign to Sponsors any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Sponsors and their agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
10. The winner (or their parent/legal guardian should they be a minor in their state of residence) may be required to execute an Affidavit of Eligibility, a Liability Release and where lawful a Publicity Release. All taxes on prizes are solely the responsibility of the winners.
11. All entrants release the Sponsors, their affiliates, parents, subsidiaries, directors, officers, employees, and agents, and all others associated with the development and execution of this from any and all liability from injury, loss or damage of any kind resulting from participation in this promotion or acceptance or use of any prize.
12. Failure to execute and return any requested document within 14 days of postmark, or return of notification or prize as undeliverable may result in forfeiture of prize and an alternate winner will be selected.
13. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.