



2015

CREATIVITY



design-a-charm contest

Draw an original charm design...
the possibilities are endless!



Winners announced May 20, 2015 on www.charm-it.com

Store Name: _____

*Name: _____ *Date of Birth: _____

*Address: _____ *City: _____

*State: _____ *Zip: _____ Country: USA**

*Name of Parent/Legal Guardian (Please Print): _____

*Email of Parent/Legal Guardian: _____ *Phone: _____

*I have read and agree to the Official Rules of the contest as published on the back and at www.shopcharm-it.com/contest

*Signature of Parent/Legal Guardian: _____

Each entry must be either emailed or postmarked on or before May 6, 2015 and sent to:

High IntenCity Corp.
 Attn: CHARM IT! Crayola Creativity Contest
 16-00 Pollitt Drive
 Fair Lawn, NJ 07410
 OR
contests@highintencity.com
 Subject: CHARM IT! Crayola Creativity Contest

Check here to receive emails with the latest product news, exclusive deals and all things CHARM IT!.

* Required fields
**Contest is only open to residents of the USA



OFFICIAL RULES:

No purchase necessary.

A purchase does not increase your chances of winning.

Entry in this contest constitutes your acceptance of these Official Rules.

SPONSOR: High IntenCity Corp., 16-00 Pollitt Drive, Fair Lawn, NJ 07410

HOW TO ENTER: Visit www.charm-it.com and download the Official Entry Form or visit a participating local CHARM IT! retailer and request an Official Entry Form, which will be available while supplies last. Complete the Official Entry Form, including your design for a CHARM IT! charm in the space provided. Use of any art supplies (crayons, colored pencils, markers, etc.) are permitted. Multiple entries by the same person are permitted, but each entry must be submitted on a separate Official Entry Form.

The design must be original, not copied or derived from any pre-existing work protected by copyright, may not have been entered in any other competition, and may not be offensive, defamatory or in violation of the rights of any third party as determined by High IntenCity Corp. (the "Sponsor") in its sole and absolute discretion. Entries that are late, incomplete, illegible or misdirected will be disqualified. All entries must include the signature of the entrant's parent/legal guardian, indicating consent to the entry, and acceptance on behalf of the entrant of all Official Rules.

Each entry must be either emailed to contests@highintencity.com with the subject "CHARM IT! Crayola Creativity Contest" on or before May 6, 2015 at 12pm EST, or mailed to High IntenCity Corp., postmarked on or before May 6, 2015, to the following address:

High IntenCity Corp.
Attn: CHARM IT! Crayola Creativity Contest
16-00 Pollitt Drive
Fair Lawn, NJ 07410

All entries (including all copyright and other rights of any kind in the artwork submitted with winning and non-winning entries) become the sole property of High IntenCity Corp., will not be returned or acknowledged, and may be used in any manner by High IntenCity Corp. without compensation to the entrant.

CONTEST PERIOD: Contest starts on March 25, 2015 at 12pm EST and concludes on May 6, 2015 at 12pm EST ("Contest Period").

ELIGIBILITY: The contest is only open to legal residents of the fifty (50) United States and the District of Columbia, who are fourteen (14) years of age and younger at time of entry who enter with the written permission of a parent/legal guardian as indicated on the Official Entry Form. Employees of Crayola, High IntenCity Corp., or subsidiaries, affiliates, or advertising and promotion agencies of either, and their immediate families (spouse, parents, siblings and children, and each of their spouses, regardless of where they live) and persons living in the households of each of these individuals, whether related or not, are ineligible. Void in Puerto Rico, US territories & possessions, outside of the US, and where prohibited, taxed or restricted by law.

PRIZES: Twelve (12) winners will each receive a \$100 USD gift certificate redeemable for purchase of products through www.charm-it.com. A single \$1500 USD donation of Crayola product will be made to Kids In Need Foundation (www.kinf.org) in honor of the winners.

PRIZE RESTRICTIONS: Prizes are non-transferable. No cash equivalent or substitution of prizes except at the sole discretion of High IntenCity Corp. Federal, state and local taxes, if any, and any expenses related to the acceptance and use of the prizes are the sole responsibility of the winners.

WINNER SELECTION: Sponsor will evaluate each entry and select the twelve (12) winners. Entries will be judged upon the following criteria: (a) design's ability to be reproduced as a CHARM IT! charm (50%); (b) creative appeal of design and colors (25%); and (c) uniqueness of design (25%). Twelve (12) winners will be announced on www.charm-it.com on May 20, 2015 at 2pm EST, or such other date and time as Sponsor may determine. The decisions of the judges are final.

NOTIFICATION OF WINNERS: Becoming a winner is subject to validation and verification of eligibility and compliance with all the terms and conditions set forth in these Official Rules. If a potential winner is disqualified for any reason, the design that received the next highest total score will be chosen as the potential winner. The potential winner(s) shall be notified within seven (7) business days of selection, by email and telephone. The parent/legal guardian of the winner must sign and return any required documentation including, without limitation, an affidavit of eligibility, a liability release and a publicity release within seven (7) days after notification in order to accept their prize.

ADDITIONAL TERMS: (a) By submitting an entry and signing an Official Entry Form, an entrant, and the entrant's parent/legal guardian, for himself or herself and on behalf of the entrant, (i) agrees to and accepts each of these Official Rules and acknowledges compliance with such rules, including eligibility rules, and (ii) agrees to, and by submission of an entry does, release, discharge and hold harmless Crayola, High IntenCity Corp. and each of the affiliates, subsidiaries, officers, shareholders, employees, agents, advertising and promotion agencies, successors and assigns of either, from all liability, claims, damages or expenses (including a reasonable legal fee) arising out of participation in the contest and the acceptance, use or misuse of a prize. (b) By accepting a prize, each winner, and the parent/legal guardian signing the Official Entry Form on behalf of such winner, consents to the use of such winner's name, biographical information, photograph and/or likeness for advertising and publicity purposes without compensation, except where prohibited, and upon request will provide consent in writing to such use. (c) By entering, each entrant, and the parent/legal guardian signing the Official Entry Form on behalf of such entrant (i) expressly authorizes and licenses High IntenCity Corp., irrevocably and in perpetuity, to publish, or otherwise copy, distribute, display or exploit any entry and to create derivative works therefrom, including, but not limited to, charms, (ii) assigns the copyright in the entry to High IntenCity Corp., including any and all renewals thereof in any jurisdiction and the right to sue for past infringement, (iii) warrants and represents that the entry is original, non-defamatory and will not infringe the rights of any third party and is the work of the named entrant (d) If for any reason beyond the control of High IntenCity Corp., the contest cannot be conducted as planned, or in the sole opinion of High IntenCity Corp. the administration, security, fairness, integrity or proper conduct of the contest has been corrupted, High IntenCity Corp. reserves the right to cancel or terminate the contest (e) High IntenCity Corp. reserves the right to verify eligibility of the winners. (f) These rules will be construed in accordance with federal law, and the laws of the State of New Jersey, without regard to the conflict of laws rules thereof (g) Non-winning entrants will not be notified that they have not won. To obtain winners' names, follow the procedure described below (h) All prizes will be awarded, unless the contest has been cancelled or terminated in accordance with these Official Rules.

WINNERS' NAMES: For the name of the winners, mail a self-addressed, stamped envelope to: CHARM IT! Crayola Winners List, High IntenCity Corp., 16-00 Pollitt Drive, Fair Lawn, NJ 07410. Requests will be honored until forty-five (45) days after announcement of the winners.