

# The Newspaper Fashion Challenge



TO BENEFIT



## THE NEWSPAPER FASHION CHALLENGE

To Benefit the American Heart Association® Go Red for Women Campaign

*Make your mark in fashion!*

In a fun and interactive effort to raise money for the American Heart Association Go Red for Women campaign, we are hosting a contest for all you fashionistas out there!

Contestants will be challenged to design fashion apparel or an accessory item using Trib Total Media newspapers\*, featuring the color RED.

The contest displays kicks off on Friday, February 1<sup>st</sup> which is National Wear Red Day. The items will be displayed in store windows within Monroeville Mall February 1-14, 2013 and online at [contests.triblive.com](http://contests.triblive.com).

All fashions will be voted on by judges and YOU! Prizes will be awarded to the judges' choice, fan favorite and one lucky voter will win as well!

**Print Out The Official Entry Form On The Next Page And Enter TODAY!**

Sponsored by:

TRIB TOTAL MEDIA



MONROEVILLE MALL

\* See official entry & guidelines for a complete definition.

CBL®

# The Newspaper Fashion Challenge



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Your Mark In  
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MONROEVILLE MALL

## OFFICIAL CONTEST RULES & GUIDELINES:

**1. ELIGIBILITY:** The Newspaper Fashion Challenge is open to all legal residents within the Trib Total Media coverage area who are 18 years of age or older. The employees and the representatives of Trib Total Media, the American Heart Association, CBL and Associates Properties, Inc., and the subsidiaries, affiliates and parent companies of such entities and the members of the immediate families or households of such individuals are not eligible.

**2. PROMOTION PERIOD:** Contest begins Monday, December 3, 2012 at 12:00 AM and ends on Thursday, February 14, 2013 at 11:59 PM.

**3. TO ENTER:** A \$10 donation to the American Heart Association Go Red for Women campaign is required for each entry. Enter as many items as you like! Deadline for all monies and entry forms to enter the contest is Friday, January 25, 2013.

*Complete the entry form including first and last name, address, phone, email address and description of entry. Send the form and a check or money order made payable to the American Heart Association Go Red for Women.*

**See address on entry form for mailing instructions**

### Fashion Apparel items include, but are not limited to:

Dress (short or long) ~ Skirt (short or long) ~ Pants (men's or women's) ~ Shirt (short or long sleeve, men's or women's) ~ Jacket (men's or women's) ~ Vest (men's or women's)

### Fashion Accessories are decorative items that supplement one's garment and include, but are not limited to:

Jewelry ~ Gloves ~ Handbags ~ Belts ~ Scarves ~ Bow or Neck Ties ~ Suspenders ~ Shoes

### Qualifications and limitations for creating your "Fashion" item:

Entrants must provide their own Trib Total Media newspapers. 90% of the fashion apparel item or wearable accessory must be made out of the Trib Total Media Newspaper. (The Monroeville Mall Marketing Team in conjunction with the American Heart Association will assess all pieces to make sure they adhere to the 90% newspaper construction and the 10% ratio of other components).

All fashion items must also be primarily red in color. The newspaper name/masthead must be viewable somewhere on the creation. For the remaining 10% of your project, the following mediums may be used: string, wire, yarn, fabric, crayons, markers, colored pencils, paint, beads, glitter, glue, staples, tape, stickers, jewels, ribbon, feathers, needle, thread, sequins, Velcro®, tassels, buttons, snaps, zippers and elastic. Any of the Trib Total Media newspapers listed below may be used in your creation:

Pittsburgh Tribune-Review, Tribune-Review, Valley News Dispatch, The Valley Independent, Leader Times, Daily Courier, The Daily News, The Times Express, Plum Advance Leader, Penn Trafford Star, Penn Hills Progress, Norwin Star, Pine Creek Journal, Sewickley Herald, Murrysburg Star, The Signal Item, South Hills Record, The Herald, Bridgeville Area News, Buttermilk Falls, Cranberry Journal, McKnight Journal, North Journal, The Dispatch, The Independent-Observer, The Jeannette Spirit, The Ligonier Echo, The Mount Pleasant Journal, The Times-Sun and the Pennysaver.

**4. Submission of Entries:** Deadline to bring fashion apparel item(s) to Monroeville Mall is Friday, January 25, 2013 at 8:00 PM. All entries and fees must be received by the entry deadline. Entries can be dropped off at the Monroeville Mall Management Office January 23 – 24, 2013 from 8:30 AM – 5:00 PM or Friday, January 25, 2013 from 8:30 AM – 8:00 PM. The Mall Management Office is located on the second floor of the Professional Offices. Come in the mall doors next to Wingharts; go right into the Professional Offices lobby. Take the elevator down to the second floor.

Monroeville Mall and the American Heart Association are not responsible for and will not honor late, misdirected, incomplete or misrouted entries. Any and all disputes, questions or claims will be decided by the American Heart Association and Monroeville Mall in accordance with these rules and their sole discretion. Submission of an entry grants Monroeville Mall, the American Heart Association and Trib Total Media the rights to publish, use, adapt the entry in any way, in any and all media, without limitation and without consideration to the entrant. Entries must be the original work of the entrant, may not have won previous awards, may not have been published previously, must not infringe third party rights, and must be suitable for publication (i.e., may not be obscene or indecent).

**5. JUDGING:** The entries will be displayed in store windows throughout Monroeville Mall February 1 – 14, 2013 and can be viewed online at Contests.TribLIVE.com. Two types of judging will take place: the general public will be invited to judge the entries (People's Choice Award) as well as an expert panel of judges (Best of Show Award).

**BEST OF SHOW:** An expert panel of judges will judge each of the pieces between February 1 – 14, 2013. Entries will be judged on overall creativity as well as use of newspaper and the color red within the design.

**PEOPLE'S CHOICE:** The general public will also have a chance to vote for their favorite entries February 1 – 14, 2013. Votes can be placed by making a monetary donation to the American Heart Association - \$1.00 donation = 1 vote for your favorite design. All monies raised through voting will go directly to the American Heart Association. To participate in the voting, the public can visit Contests.TribLIVE.com and vote online. Or, to vote by mail, pick up an official ballot at the mall management office M-F, 830am - 5pm or in your Trib Total Media newspaper. Completed ballots along with donations can be mailed to American Heart Association for tabulation.

**6. PRIZES:** \$1000 in prizes will be awarded. \$700 to contest entrants, \$300 to general public.

**PEOPLE'S CHOICE AWARDS:** A \$150 CBL Select Gift Card will be awarded to the entrant the public selects to win in each of 2 categories: the most creative fashion apparel item and the most creative fashion accessory.

**BEST OF SHOW AWARD:** A \$200 CBL Select Gift Card will be awarded to the most creative overall fashion item in each of 2 categories (the most creative fashion apparel item and the most creative fashion accessory) as selected by our judges.

**GENERAL PUBLIC DRAWING:** All people who vote for the People's Choice Awards will be entered to win one of three \$100 CBL Select Gift Cards. Winners need not be present to win.

**7. WINNERS LIST:** The names of the winners will be placed on the Monroeville Mall website, the American Heart Association website and the Trib Total Media website.

**8. SPONSOR:** Trib Total Media, Inc., 503 Martindale Street, Pittsburgh, PA 15212. Contest not produced or executed by Sponsor. By participating, entrants release and hold harmless Sponsor and its respective directors, officers, employees, agents and representatives from and against any claim or cause of action arising out of participation in this contest or receipt or use or misuse of any prize.

A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999.

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TM Go Red trademark of AHA, Red Dress trademark of DHHS.

## Official Contest Entry Form

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Description of entry: \_\_\_\_\_

☐ Yes, I have read the rules.

☐ Yes, I would like to be added to the mall's email list.

*Send this form and a check or money order made payable to the American Heart Association:*

**AHA, Go Red For Women Open Your Heart • Four Gateway Center  
444 Liberty Avenue, Suite 1300 • Pittsburgh, PA 15222**

**CBL**