



## "So You Think You're Thrifty" Contest Rules:

By submitting an entry, entrants agree to be bound by these rules and represent that you satisfy all eligibility requirements.

**1. Dates.** "So You Think You're Thrifty" (the "Contest") begins July 12, 2010. Entry period ends on July 28, 2010. The Contest ends on or before October 10, 2010.

**2. Eligibility.** No purchase is necessary to enter or win. The contest is open only to residents of Southwest Florida (Lee, Collier, Charlotte, Glades and Hendry Counties) over the age of 18. Employees and other representatives of Goodwill Industries of Southwest Florida ("Goodwill") are not eligible to participate. Only one entry per family, household or address. All applicable federal, state and local laws and regulations apply. Offer void where prohibited. Goodwill Industries of Southwest Florida can only accept those entries that are legible, completed and submitted in the format designated below. Goodwill will not be responsible or liable for any printing or typographical errors in any materials associated with the Contest.

**3. Entries. A)** To be eligible to win the contest, entrants must complete the official entry form. Entrants will need to provide full name, e-mail address, address and telephone number. Entrants must write, in essay form not to exceed 500 words, why they believe they should be crowned the thriftiest shopper in Southwest Florida. Entry forms are available in Goodwill Industries of Southwest Florida stores and online at [www.goodwillswfl.org](http://www.goodwillswfl.org). **B)** Entries must be submitted to Contest judges at one of the six designated "So You Think You're Thrifty" auditions. Audition dates and times will be posted in all Goodwill Industries of Southwest Florida stores and online at [www.goodwillswfl.org](http://www.goodwillswfl.org). Entrants will be interviewed by a panel of judges, and photos will be taken for promotional purposes. All interviews will be videotaped. **C)** People who desire to enter but cannot arrange to be at an audition may send their completed entry form and a recent color photograph to: "So You Think You're Thrifty," Goodwill Industries of Southwest Florida, 4940 Bayline Drive, North Fort Myers, FL 33917. Mail-in entries must be received by 4:00 p.m. on Friday, July 30, 2010. Mailed entries will be evaluated based on essay content and may be selected for an in-person audition.

**4. Contest Finalists.** Four Contest finalists will be selected based on entrant essays and audition interviews on or about August 16, 2010. Finalists will each receive a \$100 Goodwill gift certificate, to be used in determination of Grand Prize winner. Each finalist will use his/her gift certificate to make purchases ("Shopping Spree") in Goodwill stores to demonstrate their "thrifty shopping" skills. Finalists will be allowed to use frequent shopper/donor cards to make purchases, and will receive appropriate discounts when applicable (i.e. "Senior Day," Student Day," "Thrifty Thursday"). Finalists will not be allowed to earn "stamps" on their shopper cards while on Contest shopping sprees. A portion of each Shopping Spree will be videotaped and edited by Goodwill for placement on Goodwill website and other online sites.

**5. Winner Selection.** Beginning on or about Monday, September 13, videos of each finalist will be placed on the Goodwill website. Online voting will be enabled on the Goodwill website and promoted on social media venues (i.e. YouTube, Facebook, etc.). The contestant receiving the most votes will be named contest Grand Prize winner. IF A SELECTED WINNER IS UNREACHABLE OR INELIGIBLE, FAILS TO CLAIM A PRIZE, OR FAILS TO RETURN AN EXECUTED AFFIRMATION IN A TIMELY MANNER, THE WINNER WILL FORFEIT THE PRIZE.

**6. Prize.** Grand Prize winner will receive a \$250 Goodwill Gift Certificate, coronation as Southwest Florida's Thriftiest, Luncheon with Goodwill CEO Tom Feurig and members of senior staff, two (2) tickets to the Tux & Trees black-tie Gala on Dec. 4, 2010, an appearance in a Goodwill advertisement, and other promotional items. The winner will also receive the opportunity to make promotional appearances at Goodwill events, and will be asked to participate in Goodwill's online community as a contributor.

**7. Ownership.** All Contest entries and information submitted as part of or in connection with Contest entries become the sole and exclusive property of Goodwill and will not be returned. A) By entering the contest, entrants grant full consent and a grant of unlimited permission and non-exclusive rights for Goodwill to print, publish, broadcast and use all portions of the Contest entry (including photographs and video footage) and all information submitted as part of or in connection with the Contest entry. B) Entrants acknowledge that Goodwill is under no obligation to use or publish any Contest entry and that the entrant is not entitled to any consideration in return for submission or publication of the Contest entry or any information submitted as part of or in connection with the Contest entry. C) Entrants accept any and all risks, responsibilities and legal obligations associated with entering or winning Contests, including without limitation any tax liability associated with winning a prize in one (1) or more Company Contests.

**8. Winner Name and Official Rules.** To obtain the name of the winner, send a request (along with a self-addressed, stamped envelope) to Goodwill Industries of Southwest Florida, 4940 Bayline Drive, North Fort Myers, FL 33917

**9. Miscellaneous:** The Contest and all accompanying materials are copyright © 2010 by Goodwill Industries of Southwest Florida. Entrants agree to be bound by these Official Rules and by the decisions of Goodwill which are final and binding in all respects. Goodwill reserves the right to change these rules or cancel the Contest at any time before the deadline for receipt of entries, at its sole discretion.