



## Wrigley's greenup PAINT-PLANT-PLAY Contest Official Rules

- 1) **ELIGIBILITY:** Only those groups that have already been selected and notified by the Sponsor as semi-finalists in the Wrigley's greenup "Paint-Plant-Play" Contest held in November, 2004 will be eligible to win the Grand Prize. Eligible groups include organizations from Rio Rancho, NM; Waller, TX; Morilton, AR; Hickman, NE; Jacksonville, FL; Hampton, VA; Davenport, IA; Norcross, GA; and Buffalo, NY. Qualified organizations from these cities will be competing for the Grand Prize. Each event worker will be required to complete a Liability Release prior to participation. If the event worker is a minor, a parent or legal guardian of the minor will be required to sign a release on his/her child's behalf. Younger volunteers' participation may be subject to restrictions, depending on the nature of the activity involved. Void where prohibited or restricted by law. Members of participating organizations are responsible for compliance with all applicable laws, regulations and restrictions, including state, municipal and school district regulations.
- 2) **CONTEST STRUCTURE/JUDGING CRITERIA:** Participating organizations will be required to complete a pre-approved beautification project in their community on the date assigned by the Sponsor. The project is based on the plan originally submitted in the Wrigley's greenup Contest and selected as a semi-finalist submission. Each group will receive an \$8,000 stipend by the Sponsor to be used for the event and event-related items/activities. Additional funds may be raised and donations of supplies may be obtained with no limitations. Each event will be evaluated by a panel of judges based on the following criteria: overall transformation/general impression (50%); volunteer turnout and participation (25%) and completion within the allotted 4-hour time limit (25%). Set-up and pre-work may be completed prior to event, but must be approved by Sponsor. Tasks itemized in the budget/plan that cannot be completed on the day of the scheduled event due to unforeseen circumstances (i.e. supplies did not arrive in time) will be taken into account for judging. In this case, photos of work completed after event must be submitted by June 1, 2005 to be eligible in judging. Tasks completed that are not visible at time of event (i.e. seeding of grass) will be taken into consideration if photos are submitted by June 1, 2005. Chance will not play a part in the selection process. Sponsor and GMR Marketing LLC ("GMR"), reserve the right, in their sole discretion, to choose alternate winner if information contained in the entry cannot be verified to the satisfaction of Sponsor, or is selection of winner, in Sponsor's discretion, harm Sponsor's reputation. The winner will be notified by Sponsor by June 3, 2005.

- 3) **TIMING:** The following schedule has been established for the nine semi-finalist groups: Rio Rancho, NM (April 2, 2005); Waller, TX (April 9, 2005); Morrilton, AR (April 16, 2005); Hickman, NE (April 23, 2005); Jacksonville, FL (April 30, 2005); Hampton, VA (May 7, 2005); Davenport, IA (May 14, 2005); Norcross, GA (May 21, 2005); Buffalo, NY (May 27, 2005). Dates are subject to change.
- 4) **PRIZE AND APPROXIMATE VALUE:** One (1) Grand Prize awarded to the top-performing organization based on the criteria outlined in Rule #2: A free concert by American Idol finalist Diana DeGarmo at a location in the winning community to be determined by the Sponsor. All participants in the clean-up event will receive VIP admission, including preferred seating. The concert will be on or about June 25, 2005. Approximate value of the free concert is \$70,000. Seating for non-winning organization personnel is limited to a first-come, first-served basis, and no one will be admitted once capacity is reached. Certain conditions and restrictions apply. The prize consists only of the items specifically listed as part of the prize.
- 5) **GENERAL RULES:** All federal, state and local laws and regulations apply. Winning organization may make no substitution or transfer of prize. Sponsor will comply with all tax-reporting obligations. An authorized member of the winning organization will be required to complete a Release of Liability/Prize Acceptance form, including verification that the organization will enforce and observe all applicable laws and regulations and will be responsible for any violations thereof. By participating, attendees agree to accept and abide by the rules of this contest and agree that any dispute with regard to the conduct of the contest, rule interpretation or award of prize, shall be submitted to GMR, whose decisions on all matters related to the contest are binding and final. By participating, contestants agree to release and hold harmless Wm. Wrigley Jr. Company ("Sponsor"), GMR, and their respective parent companies, affiliates, subsidiaries, dealers, service agencies, independent contractors, and the officers, directors, employees, investors, agents and representatives of any of the above organizations from any injury, loss or damage to person, including death or property, due in-whole or in-part, directly or indirectly, due to the acceptance from use/misuse of a prize (including travel to and from promotional events) or participation in any promotion-related activity or participation in the promotion. Sponsor is not responsible for any typographical or other error in the printing of this offer, administration of the contest or in the announcement of prizes. In the event Wrigley is prevented from continuing with this promotion, or the integrity and/or feasibility of the promotion is severely undermined by any event beyond Wrigley's control, including, but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local governmental law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within Wrigley's control (each a

“Force Majeure” event or occurrence), Wrigley’s will have the right in its sole discretion to abbreviate, modify, suspend, modify, cancel or terminate the promotion without further obligation. If Wrigley’s, in its discretion, elects to abbreviate the promotion as a result of a Force Majeure event, Wrigley’s reserves the right, but not the obligation, to award the prize from among all valid and eligible entries received up to the time of such Force Majeure event. All entries belong to Sponsor and are not returnable. Administrator of the contest is GMR Marketing LLC, 5000 South Towne Drive, New Berlin, WI 53151.

- 6) **WINNER:** For the name of the winning organization, send a self-addressed stamped envelope by June 30, 2005 to: Wrigley’s greenup Contest Winner List, ATTN Fulfillment Dept., 5000 South Towne Drive, New Berlin, WI 53151.

Contest is sponsored by Wm. Wrigley Jr. Company, 410 North Michigan Avenue, Chicago, IL 60611.