

IMAGINE ME!

I'm Up for the Challenge at New Image Camp

4th Annual New Image Weight Loss Camp Essay Contest

PLEASE PRINT OR TYPE

First Name _____ Last Name _____

Address _____

City _____ State _____ Zip _____

Date of Birth _____ Grade in September 2010 _____

Male Female Age _____ Height _____ Weight _____

Applicant Phone () _____ Applicant Email _____

Parent/Guardian Phone Numbers: Home _____ Cell _____ Work _____

Parent/Guardian Email _____ Best time to reach Parent/Guardian _____

From which publication/television program did you hear about this contest? _____

Names of: Local weekly newspaper _____ Local daily newspaper _____

Applicant (print name)

Parent/Guardian (print name)

Applicant Signature

Date

Parent/Guardian Signature

Date

I agree to the terms of the sweepstakes rules.

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CHECKLIST:

- Entry form**
- Essay:** 500 words; typed; double-spaced (must be written by child only. Verified & signed by teacher, including phone/email)
- Photograph:** color; 4"x6" vertical; full-body; labeled with applicant name on back
- Index card:** 3"x5" card stating name, address, age, height & weight, contact numbers for parent/guardian & best time to reach (please staple index card to front of essay)

MAIL TO:

New Image Weight Loss Camp Contest
55 Walnut Street
Suite 202
Norwood, NJ 07648

DEADLINE:

May 25, 2010



NEW IMAGE CAMPS

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4th Annual New Image Weight Loss Camp Essay Contest

OFFICIAL RULES

1. **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE ONE'S CHANCE OF WINNING.**

2. **ELIGIBILITY REQUIREMENTS:** The "Imagine Me! I'm up for the Challenge" 3rd Annual New Image Weight Loss Camp Essay Contest (the "Contest") is open to males and females at least 10 years of age and no older than 17 years of age as of July 26, 2010, all of whom are legal residents of one of the 48 contiguous United States or the District of Columbia. Employees of New Image Camp ("Sponsor"), its parent companies, subsidiaries, affiliates and advertising and promotional agencies, and their immediate family members and/or those living in the same households as such employees, are not eligible to enter. By participating, entrants agree to these Official Rules. Void where prohibited, taxed or otherwise restricted. Campers currently enrolled in any of the New Image Camp locations or who have attended New Image Camps in the past are not eligible to enter the Contest.

3. **HOW TO ENTER:** The Contest begins at 12:00 a.m. (midnight) Eastern Standard Time (EST) on February 1, 2010 and concludes at 11:59 p.m. EST on May 25, 2010.

To enter: Entrants may obtain the Contest Application Form at www.NewImageCamp.com/contest. Each entrant must submit an original, double-spaced typed essay of no more than 500 words written by the entrant, entitled: "Imagine Me! I'm Up for the Challenge at New Image Camp" verified and signed by the parent or guardian as well as the entrant's teacher. The essay must address the specified topic and must be written in English. Place in a mailing envelope the fully-completed Contest Application Form, together with the essay and one full-body, vertically shot, color photograph of the entrant (no larger than 4" x 6" and no smaller than 3" x 5"). Entrants must also include a 3" x 5" index card legibly printed with the entrant's name, age, height and weight, street address (no P.O. boxes), city, state, zip code, phone number and email address (if available), and stating the best time to reach entrant's parent/guardian via business telephone and/or via home or cell phone.

Mail the envelope with sufficient first-class postage affixed to: New Image Weight Loss Camp Contest, 55 Walnut Street, Suite 202, Norwood, NJ 07648.

Limit one entry per envelope and one entry per entrant.

Entries must be postmarked by 11:59 p.m. EST on May 25, 2010 and received by 5:00 p.m. EST on June 1, 2010. The photograph must have been taken within five months of entry date. If an essay is more than 500 words long, only the first 500 will be judged. Photos will be used as part of the judging criteria. The top scoring entrants (semi-finalists) may then be interviewed by Sponsor to determine the final winners.

Sponsor is not responsible for lost, late, illegible, incomplete, damaged, mutilated, misdirected, misdelivered, delayed or postage-due entries or mail. Entrants agree to be bound by these official rules and the decisions of the judges, which are final and binding in all respects. Entrants who submit complete entries in full compliance with these Official Rules are referred to herein as "Eligible Entrants." All entries, including and without limitation to photographs and essays, become the property of the Sponsor and will not be acknowledged or returned.

4. **JUDGING AND SELECTION OF WINNERS:** On or about June 1, 2010, all essays submitted by Eligible Entrants will be judged by a panel of qualified judges selected by Sponsor, based on the following criteria, applied equally: Clarity, Sincerity, Compelling Nature of the Story, Creativity and Overall Impression. The ten male and ten female entrants who receive the highest overall scores will be the semi-finalists. In the event of a tie, the entries receiving the highest score for Overall Impression will advance to the semi-finalist round. In the event of a further tie, the tied entries will be re-judged based equally on Overall Impression. The semi-finalists will be notified by phone or email on or about June 10, 2010. Judges may then conduct a telephone interview with each of the semi-finalists in which the semi-finalists will be asked to answer questions relating to their essay. If any semi-finalist cannot be reached by Sponsor within the time period specified by Sponsor, the semi-finalist may be disqualified and an alternate will be selected. Each of the semi-finalists' responses will be judged based on the following criteria, applied equally: Originality, Energy, Poise and Overall Impression. The five male and five female semi-finalists who receive the highest overall scores will be the potential winners. In the event of a tie, the male and female semi-finalist who receives the highest score for Overall Impression will be the potential winner, subject to verification. In the event of a further tie, the tied entries will be re-judged based equally on Overall Impression. Each potential winner and his or her parent/legal guardian may be required to execute an affidavit of eligibility (certifying, among other things, that the entry and all components thereof is the potential winner's own original work, has not been previously published and has not previously won a prize or award), a liability release and waiver, a publicity release, and an assignment of rights in and to all entry materials, all within fourteen (14) days of notification or the potential winner may be disqualified and the prize awarded to the next highest scoring entrant in the male or female category, as applicable. Unless otherwise prohibited by law, acceptance of the prize constitutes permission to use winner's name, picture, likeness, address (city and state), and biographical information for advertising and publicity purposes for New Image Camp and for this and/or similar promotions, without compensation.

5. **PRIZES:** Ten prizes in total will be awarded, 5 to the top scoring male entrants and 5 to the top scoring female entrants following the semi-finalist round. Each prize (a "Campership") consists of a three-week camp stay for the Winner and transportation for the Winner to and from the Camp Pocono Trails designated pick-up/drop-off areas (at designated times) in Allentown, Pennsylvania, Long Island, New York and Paramus, New Jersey. The camp stay will take place from July 26, 2010- August 18, 2010. Camperships will include: camp-style cabin, communal meals, laundry services, general camping program and resident medical staff services. Campers, their parents/guardians and relatives must agree to abide by the rules and regulations established by the directors for the health, safety and welfare of the camp. New Image Camp will require that all participants receive medical clearance from their personal physicians prior to participating in any physical activity or calorie restriction program. Conduct inimical to the best interest of the camp will result in the immediate discharge of a camper at New Image Camp's sole discretion. Travel expenses between the Winner's home and the specially designated New Image Camp pick-up and drop off areas will be the expense/responsibility of the Winners. The Camp is not responsible for loss of clothing or personal items, etc. No substitution, cash redemption or transfer of prize will be allowed and there will be no allowance for late arrival or early departure at the Camp.

The winners must be available on the dates specified by Sponsor. All dates are subject to change at Sponsor's discretion. If for any reason any prize-related event is delayed, cancelled or postponed, Sponsor reserves the right, but is not obligated, to modify or cancel the Contest at its discretion and shall not be required to award a substitute prize.

The total approximate retail value ("ARV") of each prize is \$4,090. The total ARV of all prizes is \$40,900. All federal, state, and local taxes on the prize value are the sole responsibility of the winners. An IRS form 1099 will be issued in the name of each Winner. Prizes consist only of items expressly specified in these rules. Any other expenses associated with the acceptance or uses of any prize are the Winners' responsibility. The prizes are not transferable and no substitution or cash redemption of any prize will be permitted except in the sole discretion of the Sponsor.

6. **GENERAL RULES:** Entries (including submitted photographs) may not contain material that Sponsor, in its sole discretion, deems inappropriate for public dissemination. Entry constitutes a grant of permission to Sponsor and its parent companies, affiliates, subsidiaries, promotional partners and agents, and those they may designate from time to time, to use the winner's name, likeness, and city and state of residence, and all entry materials (including essay and photograph), including without limitation modifying, altering or amending essays, for purposes of trade, publicity or promotion, in all media whether now known or later developed, for no additional compensation (except where prohibited by law). Submission of any entry constitutes entrant's consent (and, with respect to entrants under the age of 18, that of his or her parent/legal guardian) to irrevocably assign to Sponsor any and all rights to entry materials, including without limitation all intellectual property rights therein. All entry materials, including and without limitation to, essays and photographs, must be original to entrant and must not contain any elements whose use by Sponsor, in accordance with the terms hereof, would require the permission of or payment to any third party. Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend this Contest should entrant fraud or misconduct or other causes beyond the control of the Sponsor corrupt the administration, integrity, security or proper operation of the Contest. In the event of termination of the Contest, a notice will be posted online. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest, or in the announcement of the prizes.

7. **RELEASE OF LIABILITY.** All entrants release Sponsor, its affiliates, subsidiaries and advertising and promotion agencies, and each of their directors, officers, employees and agents, and all others associated with the development and execution of this contest, from any and all liability from injury, loss or damage of any kind resulting from participation in this Contest or acceptance or use of any award. Sponsor is not responsible for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor is not responsible for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mail. Sponsor is not responsible for any liability for damage to any computer system resulting from participation in or accessing or downloading information in connection with this promotion. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process. reserves the right, in its sole discretion, to cancel, modify or suspend this Contest should a virus, bugs, entrant fraud or misconduct, or other causes beyond the control of the Sponsor corrupt the administration, integrity, security or proper operation of the Contest. Winners and nominees assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or acceptance or use of any prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prizes.

Contest is void where prohibited or restricted by law. All federal, state, and local laws and regulations apply.

8. **LIST OF WINNERS.** A list of all winners will be available online after July 1, 2010 at www.NewImageCamp.com/contest.

9. **SPONSOR.** The Sponsor of this contest is **New Image Camps, Ltd., 55 Walnut Street, Suite 202, Norwood, New Jersey, 07648**



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