

THE BOTTOM LINE

Bumper Sticker Contest 2011

Rules & Regulations

- 1. THE BOTTOM LINE Bumper Sticker Contest** is sponsored by **Digestive CARE™**, a medical group of 50+ gastroenterologists in Broward and Palm Beach counties, Florida; and coordinated by PR-BS, Inc., a public relations firm based in Boca Raton, Florida.
- 2. To Enter:** No purchase necessary. Simply email a new and original bumper sticker with a pro-colonoscopy message to: info@digestivecareonline.com. Please write "BUMPER STICKER" in the subject line. The submitted bumper sticker must be 10 words or less.
- 3. Eligibility:** Entrants must be at least 18 years of age to submit an original bumper sticker promoting colonoscopies.
- 4. Required Information:** All submitted bumper stickers must include the following information to be eligible for consideration:
 - A) Name of person submitting the bumper sticker
 - B) Address, including street, city, state and zip code
 - C) Telephone Numbers (home and/or cell)
 - D) Email Address
 - E) Age
 - F) Bumper Sticker Message
- 5. Entry Deadline:** All submitted original poems must be received no later than midnight, February 28, 2011.
- 6. One Entry Per Email Address:** Only one bumper sticker entry will be accepted per email address.
- 7. Publication:** Digestive CARE™ reserves the right in perpetuity to reproduce any or all of the submitted bumper stickers on its Web site, in press releases, newsletters, articles, books, bumper stickers,

pamphlets or brochures; in print, broadcast or internet advertising; broadcast or internet programming; or in any other manner or marketing vehicle that Digestive CARE™ deems appropriate.

8. **Selection:** The selection of the winning bumper sticker promoting colonoscopies will be entirely the decision of the gastroenterologists associated with Digestive CARE™ and cannot be challenged or appealed.

9. **Duplication:** If more than one person submitted the same winning bumper sticker, the winner will be determined by a random drawing among all entries with the same bumper sticker.

10. **Notification:** The entrant who submitted the winning poem will be notified no later than March 20, 2011.

11. **Prize:** The winning entrant can choose between a \$500 cash prize or a free colonoscopy, neither of which is transferable to another person. The free colonoscopy must be performed by Digestive CARE and is for the procedure only and does not cover any subsequent follow-ups or treatment. Digestive CARE™ reserves the right to bill the winning entrant's insurance company for repayment if applicable. The \$500 cash prize will be paid no later than May 15, 2011.

12. **Identity of the Winner:** The name and home city of the winning entrant and the best bumper sticker promoting colonoscopies will be posted on Digestive CARE™ Web site: www.digestivecaronline.com.

13. **Acceptance of Rules and Regulations:** By submitting an original bumper sticker with a pro-colonoscopy message, each entrant agrees to and is deemed to have accepted all of the terms, conditions, rules and regulations contained herein.