

## "Mold Your Future Sweepstakes"

For the month of January, Play-Doh will host an Internet-based sweepstakes geared primarily toward children ages 4 to 10. The "Mold Your Future Sweepstakes" will serve as an engaging opportunity and experience for the children and the Dream Enabler in their life.

The child is to incorporate Play-Doh into their creation, which must symbolize what they want to be when they grow up. For example, a child aspiring to be a singer could use Play-Doh to build a microphone, stage and even audience members.

The Dream Enabler in the child's life will record a video and upload it to the Play-Doh Facebook page, [www.facebook.com/Playdoh](http://www.facebook.com/Playdoh). Winners will be selected based on Facebook "likes."

The grand prize winner will receive a \$15,000 college scholarship and an expenses-paid trip to a stop on the Fun Pack(ed) Tour. Complimentary flights will be provided by the United Airlines Foundation while the hotels will be covered by the Hilton HHonors Giving Back program.

The grand prize winner will receive a \$15,000 college scholarship, followed by a \$10,000 scholarship for second place and \$5,000 for third.

Twenty-five runners up will receive Play-Doh prize packs.

