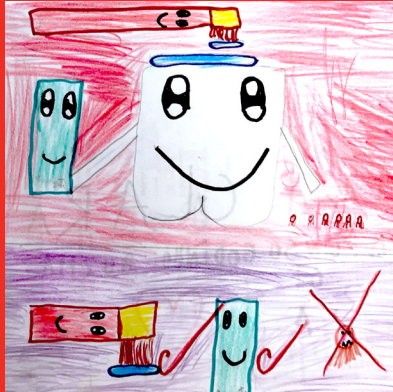




Kids, it's time to brush up on your art skills!



Brazil 2019 Winner



Ethiopia 2019 Winner



USA 2019 Winner



Hong Kong 2019 Winner



Thailand 2019 Winner



Pakistan 2019 Winner

Announcing the 2020 Colgate *My Bright Smile™* Global Art Contest

It's the annual worldwide art contest for children! Your students could be part of the 2020 Colgate *My Bright Smile™* Global Calendar featuring original artwork by children from around the world!

Contest Deadline: May 20, 2019



My Bright Smile™ Global Art Contest

A Letter to Teachers:

As part of its *Bright Smiles, Bright Futures*® global oral health education program, Colgate-Palmolive Company is announcing the 2020 *My Bright Smile*™ Global Art Contest, open to children ages 6 to 9.

In celebration of bright smiles of children throughout the world, Colgate will be soliciting original artwork to be used in an international calendar for the year 2020. Each of the twelve final winners of the contest will receive a Colgate-Palmolive *Bright Smiles, Bright Futures*® Scholarship, and winning art will be included in the 2020 Colgate *My Bright Smile*™ Global Calendar.

Please help us by encouraging your students to enter this exciting contest with other children from across the globe. The guidelines below will help you get your children started and include the official contest rules. Please photocopy these guidelines and send them home with your students.

Country winners will receive...

- Opportunity to participate in the global contest.

Students ages 6 through 9 are eligible.

Global winners will receive...

For themselves...

- Colgate-Palmolive *Bright Smiles, Bright Futures*® Scholarship in the amount of \$250 USD
- Inclusion in the 2020 Colgate *My Bright Smile*™ Global Calendar

For the school...

- Colgate-Palmolive Classroom Grant in the amount of \$500 USD
- Recognition on the 2020 Colgate *My Bright Smile*™ Global Calendar

Tips for Teachers

Thank you for encouraging your students to enter the Colgate *My Bright Smile*™ Global Calendar Contest. Enclosed please find an original of the *My Bright Smile*™ certificate to be reproduced by you and distributed to each child entering the contest.

To help guide your students in creating art for the contest, here are some idea starters:

- How their smiles make them feel good
- Their pride in practicing positive oral health habits
- Loss of baby teeth and the eruption of permanent teeth
- What children should do to keep teeth healthy and intact
- The importance of brushing at least twice a day, especially at bedtime
- Choosing healthy snacks
- Playing safely to avoid injuries to teeth and mouth
- Seeing a dentist regularly
- Their feelings about seeing a dental health professional

All entrants should receive a **My Bright Smile™ certificate.**

(See back page.)





Contest Rules and Regulations

Who may enter?

The contest is open to children ages 6-9 at time of entry. Employees of Colgate-Palmolive Company and their promotion and/or fulfillment agencies and immediate family members of these employees are not eligible.

Must artwork be original?

Yes. Artwork must be original, created by the student without assistance from others. Artwork cannot be copied or traced from a book or other material. Photos and computer-generated graphics will be disqualified.

What type/medium of art entry is acceptable?

Color and black and white artwork depicting the theme "Why My Bright Smile is Important" may be submitted: line drawings, crayon, paint, regular or colored pencil, acrylic pastel, magic markers, ink or any combination.

How should the entries be submitted?

Each entry must include a completed entry form and be mailed to the address on the form. If entry has non-English captions or text, please provide translations on entry form. The entry form may be photocopied. Entries should be mailed flat or in mailing tubes. Entries must be submitted no later than May 20, 2019. Colgate-Palmolive Company is not responsible for lost, late, damaged, postage due or misdirected mail.

What size should the entry be?

Entries should be a minimum of 8½ x 11 inches and cannot exceed 11 x 17 inches.

Will entries be returned?

No. Entries become the sole property of Colgate-Palmolive Company and will not be returned.

How will the entries be judged?

Entries will be judged on originality, creativity, imagination, and best rendering of the theme "Why My Bright Smile is Important."

The decisions of the judges are final and binding. Judges include representatives from Colgate-Palmolive Company and its education agency.

What are the prizes?

The 2020 Colgate *My Bright Smile™ Global Calendar* will select 12 global winners to be awarded a ColgatePalmolive *Bright Smiles, Bright Futures®* Scholarship.

Each of the winning entries will receive a scholarship grant valued at \$250 USD and the artwork will be included in the 2020 Colgate *My Bright Smile™ Global Calendar*.

Schools of global winners will receive classroom grants valued at \$500 USD.

Each child that enters should receive a *My Bright Smile™* certificate.

Winning art, photographs and personal biographical information of regional and international winners will be utilized in traveling displays, advertising and publicity in a variety of media which may include print, video and/or electronic format.

How will the winners be notified?

Global winners will be notified by mail on or about July 15, 2019. The return of a prize notification as undeliverable or the inability to contact a potential winner may result in disqualification.

What are the requirements to enter?

By completing the entry form, entrants agree to the reproduction, use, display and exhibition of their artwork in the Global Calendar and traveling exhibit. Entrants also agree to the use of their name, photograph or likeness and personal information in advertising, promotional and publicity materials and the final calendar for global distribution.

What is the timetable?

Contest begins: March 20, 2019

Entry deadline: May 20, 2019

Global winners notified by: July 15, 2019

ENTER NOW! Contest Deadline May 20, 2019

Any Questions?

For more information about the contest, contact Colgate *Bright Smiles, Bright Futures®* at: BSBFCalendarContest@carrotnewyork.com



This certificate is awarded to

for participation in the 2020

My Bright Smile™

Global Art Contest

Signed _____

Date _____