



Hollywood Casino Marilyn Monroe Look-Alike Contest OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

2. Eligibility. Subject to the additional restrictions below, the **Hollywood Casino Marilyn Monroe Look-Alike Contest** is open to U.S. residents, 18 years or older at the time of entry. Employees of **Fountain Square Management Group and Hollywood Casino** and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term "immediate family members" includes spouses, parents, grandparents, siblings, children, and grandchildren.

3. How To Enter. To enter, send an e-mail to intern@3cdc.org with your full name and "Marilyn Monroe Contest" in the subject line. Deadline to enter is June 24, 2009, at 5:00 p.m.

On Friday, June 26, 2009, entrants will check in at the stage on Fountain Square (520 Vine St, Cincinnati OH) at 11:30 a.m. dressed and ready to compete. At check-in, each contestant will be required to sign a waiver of liability and publicity release. Please bring a photo ID to verify your age and eligibility.

4. Winner Selection. Contestants will do a 30-second interview with the emcee and/or judges on the microphone, a solo runway walk, and a final parade of all contestants. Contestants will be judged on clothes & accessories, hair & makeup, style, general appearance, voice, posture/movement, and mannerisms by judges selected by Hollywood Casino and Fountain Square Management Group. Judges will select one "best costume/appearance" winner, one "best acting/voice/mannerisms" winner, and one "best overall" winner. There will be no ties, and judges' decisions are final.

5. Prizes. The Best Overall winner will receive \$500.00. The winners in the two categories will each receive \$250.00.

6. Winner Notification and Acceptance. Sponsor will notify winners at the conclusion of the contest on June 26, 2009. Winners may waive their right to receive prizes. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners will be required to complete an affidavit of eligibility, and a liability and publicity release. Failure to comply with any term or condition of these Official Rules may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner.



For prize winner list (available after 7/1/09) or a copy of these Official Rules, send a self-addressed, stamped envelope to: **Marilyn Monroe Look-Alike Contest** “Winners List Request” or “Official Rules Request” (as applicable), Fountain Square Management Group, 1014 Vine St, Suite 1420, Cincinnati OH 45202.

7. Participation. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor which shall be final in all respects. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor.

8. Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

9. Sponsor. The Marilyn Monroe Look-Alike Contest is sponsored by Fountain Square Management Group and Hollywood Casino Lawrenceburg Indiana. The decisions of Sponsor and Contest judges regarding the selection of winners, the interpretation of these Official Rules and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. If you have any questions regarding this Contest, please contact Suzanne Schindler, Fountain Square Management Group, 1014 Vine St, Suite 1420, Cincinnati OH 45202. Phone 513-621-4400. Fax 513-621-5900. Email sschindler@3cdc.org.



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June 26, 2009 – Fountain Square

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On Friday, June 26, 2009, please check in at the stage on Fountain Square at 11:30 a.m. dressed and ready to compete. When you check in, you will be asked to fill in the information below and sign a waiver of liability and publicity release. Please bring a photo ID to verify your age and eligibility.

Official Entry Form

To be completed by each contestant on the day of the contest.

Please type or print clearly:

First & Last Name: _____

Street Address: _____

City, State, Zip: _____

Preferred phone: _____ Alternate phone: _____

Email address: _____

By checking this box, I certify that I am at least 18 years of age.

2009 Marilyn Monroe Look-Alike Contest

LIABILITY WAIVER AND MODEL/TALENT RELEASE

A. LIABILITY WAIVER

In consideration of the opportunity afforded to me to participate in this Fountain Square Management Group and Hollywood Casino-sponsored event, I hereby waive any right or cause of action and hereby release the City of Cincinnati, 3CDC, Fountain Square Management Group, Hollywood Casino, its agents, employees, volunteers, event sponsors or directors from any and all responsibility or liability arising as a result of my participation.

I fully understand that participation may involve a risk of injury to any and all parts of my body and I freely and expressly assume and accept any and all such risk. Without limiting the generality of the foregoing, I hereby acknowledge, understand and agree that this waiver shall include any rights or causes of action resulting from personal injury to me or property damage sustained by me in connection with my participation in this event.



I have made no misrepresentations to the City of Cincinnati, 3CDC, Fountain Square Management Group, Hollywood Casino, its agents, employees, volunteers or directors regarding my age or ability. I have carefully read and fully understand the contents of this Waiver of Liability and I sign it of my own free will. This Waiver of Liability represents the full agreement between me and Fountain Square Management Group and Hollywood Casino.

B. MODEL RELEASE/TALENT CONSENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I hereby agree as follows:

1. I hereby consent to and authorize the use by Fountain Square Management Group LLC, its respective licensees, successors, assigns, and all persons acting with its permission (the "Licensed Parties"), the right to use, publish and copyright my name, voice, testimonial statement, picture and likeness in all media and types of advertising and promotion for Fountain Square.
2. I agree that all photographs of me used and taken by the Licensed Parties are owned by them and that they may copyright the photographs. If I should receive any print, negative or other copy thereof, I will not authorize its use by anyone else.
3. I agree that no advertisement or other material need be submitted to me for any further approval and the Licensed Parties will not be liable to me for any distortion or illusionary effect resulting from the publication of my picture or likeness.
4. I further agree that the Licensed Parties will have the right to attribute my testimonial statement (or edited or paraphrased statements that have substantially the same meaning) to me, which is an expression of my personal experience and belief
5. Nothing herein will constitute any obligation on the Licensed Parties to make any use of any of the rights set forth herein.
6. I understand that the Licensed Parties will act in reliance on this consent and release, and accordingly I hereby declare it to be irrevocable; and I hereby release and discharge the Licensed Parties from any and all claims whatsoever in connection with their lawful use of my name, voice, testimonial statement, picture, and likeness described herein.

Signature: _____ Date: _____

Print Name: _____