



THE GYM's Prep for Prom Challenge Public Service Announcement: Contest Details

"Our goal for this contest is to promote physical activity in High School Seniors. We are encouraging them to use their creativity to market themselves as a contestant while also leading a healthier lifestyle." – Jamie Nicastri, THE GYM Manager

General Description of Contest

Who doesn't want to look their best for Senior Prom? THE GYM Armonk and Paulo's Atelier invites High School seniors to enter **THE GYM's Prep for Prom Challenge** for a chance to look their very best for the big day. Seniors may enter by submitting a 1-2 minute video onto YouTube describing why he/her deserves to win, and how this prize will personally benefit them. This contest is ideal for someone who is ready to work to lose weight and make a change in their lifestyle.

One male contestant and one female contestant will be selected by a panel of judges to receive a complimentary customized fitness assessment, personal training, and nutrition counseling. The program will begin at least three months before Prom and run until the week before each winner's date of Prom. The winners will also receive a skincare consultation and \$1,000.00 in services from Paulo's Atelier salon over the course of 1 year for both the winners and his/her family. Parents/Legal Guardians of each winner will also receive a free 1 year membership at THE GYM Armonk.

Sponsors

THE GYM Armonk – www.gettothegym.com/armonk

Armonk, NY

Paulo's Atelier - <http://www.paulosatelier.com/>

Bedford Hills, NY

Binding Agreement

To be eligible, contestants must be High School Seniors who are willing to commit to a 4 day/week workout plan which includes nutrition counseling and personal training. All participants must agree to the official rules, and sign the legality form which can be found on THE GYM Armonk website (www.gettothegym.com/armonk). Please read these rules prior to entry to ensure you understand and agree. You may not submit an entry to the contest and are not eligible to receive the prizes described in the official rules, unless you agree to the official rules of the contest.

Contest Period

Entries may be submitted from Tuesday, February 16th, to Wednesday, March 10th. The winners will be selected by Tuesday, March 16th and will be expected to begin at least 3 months before the winner's date of prom.

How to Enter

All High School Seniors in Westchester County and Greenwich, CT are invited to enter by submitting a 1-2 minute video on YouTube. The title of the video must be posted as: **THE GYM's Prep for Prom Challenge – Your Name**. All participants must also write a description about why THE GYM Armonk and Paulo's Atelier should select them as a winner, and why they deserve this prize. This description must be posted with the video. Once the video has been loaded and the description has been posted, participants must send an e-mail to PrepforProm@gmail.com with the link to their YouTube video, contestant contact information, and a signed Legality form, which participants can print out off of THE GYM Armonk Website (www.gettothegym.com/armonk)*.

*For more details please review the legality form on THE GYM Armonk's website:
www.gettothegym.com

*No employee participation allowed

For more information contact Rachel Mackles at (914)666-0066 or e-mail at PrepforProm@gmail.com