



Healthiest State 10th Annual Walk 2020 MASCOT CHALLENGE

SOCIAL MEDIA:

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- FOLLOW us on Twitter <https://twitter.com/HealthiestIowa/>
- FOLLOW us on Instagram <https://www.instagram.com/iowahealthieststate/>
- Tag us and use the hashtag #TeamUpFor10

HOW TO ENTER: The 2020 Mascot Challenge will include the first 64 schools who register. Schools will be automatically entered into the contest and be notified on or before August 28.

HOW TO VOTE: The schools will compete in a bracket-style challenge via Woobox (on Facebook or through Woobox website). Each week from Aug. 31 – Oct. 7, Iowans will be able to vote for their favorite mascot until a final winner is crowned. Weekly updates will be posted on social media.

SCHEDULE:

- Aug. 31-Sept. 6: Round of 64
- Sept. 7-13: Round of 32
- Sept. 14-20: Round of 16
- Sept. 21-27: Round of 8
- Sept. 28-Oct. 4: Final 4
- Oct. 4-7: Finals

Note: Due to COVID-19, the Healthiest State Initiative reserves the right to reduce the participation pool to 32 and begin voting on Sept. 7.

PRIZE: One winning school will be awarded \$1,000. The prize money can be used to help start or fund healthy incentive projects. The Healthiest State Initiative will hold a check presentation for the winning school at a later date. The winning school will be required to provide a project update within one year of funds being awarded.

CONTEST RULES: School personnel may register a group walk by visiting www.iowahealthieststate.com/Walk then “Register a Walk” and choosing the “School” type in the dropdown menu. The Healthiest State Initiative will automatically enter the first 64 (or 32) schools that register a group walk into the voting competition. Voting will take place through the Healthiest State Initiative’s Facebook page (www.facebook.com/HealthiestIowa/) or on Woobox. The school with the most votes in the final round will be awarded a \$1,000 cash prize.

No purchase is necessary to enter or win. You may be disqualified from participating or voting in the competition if the Healthiest State Initiative believes, in its sole discretion, that you may be tampering with the legitimate operation of the contest, circumventing the intended operation of the contest, in anyway acting in an unsportsmanlike manner, or using the contest facilities to annoy, abuse, threaten or harass any other person. The Healthiest State Initiative reserves the right to make decisions regarding eligibility and voting. All such decisions are final. Employees and board members of the Healthiest State Initiative are not eligible to vote.