

"How to Be a Hero" 2026-2027 Official Contest Rules

Eligibility

Elementary school-aged children (grades K-5) in Central and Western PA are eligible to participate.

Contest Period

Entries for the "How to Be a Hero" coloring contest must be postmarked on or before March 1, 2027, to be eligible.

Entering the Contest

Elementary school students can enter the contest by drawing "How to Be a Hero" on a piece of plain, white 11 x 8.5 paper, landscape orientation. On the back of the drawing, please be sure to include:

- The student's name
- Age
- School name and address
- Teacher or Principal's Name
- The easiest way to contact either the Teacher or Principal if their student is a winner

Mail entries:

Edgar Snyder & Associates
Attn: Shannon Botts, Marketing
225 North Shore Drive, Suite
200 Pittsburgh, PA 15212

Artists may use whatever coloring items they wish, including crayons, markers, colored pencils, etc. Entries must be postmarked on or before March 1, 2027, to be eligible to win

a prize. Edgar Snyder & Associates cannot be responsible for any late, lost, or damaged entries.

Ownership of Entries

All entries submitted to Edgar Snyder & Associates in connection with this contest, along with all copyright, trademark, and other proprietary rights associated therewith, become the property of Edgar Snyder & Associates upon submission. Entry materials will not be returned to any entrant. By submitting an entry, you acknowledge that Edgar Snyder & Associates will own all rights to use, modify, reproduce, publish, perform, display, distribute and promote the artwork in perpetuity without compensation to you or any other person.

Selection of Winners

Winners will be selected via judging based on creativity, effort, thoughtfulness, and message. Winners will be notified in by the middle of April 2027 via the contact information submitted on their entry.

Prizes

The Grand Prize is a \$250 gift card, plus a \$2,500 donation to the elementary school where the artist is enrolled.

Four runners-up will receive a \$100 gift card plus a \$1,000 donation to the school in which he or she is enrolled.

Odds of winning any prize depend on the number of entries received. All prizes will be awarded to the minors' parents or legal guardians on their behalf.

Use of Name, Likeness, Etc.

As a condition of receiving any prize, each winner, as well as their parents or legal guardians, will be required to consent to the use of their name, age, area of residence, and

school name. You and your parents/ legal guardians must also consent to using your likeness (as in a photograph or on television) and prize information, without limitations, for promotional purposes and media interviews without further payment.

Release

By entering the contest, winners and their parents or legal guardians release and agree to hold harmless Edgar Snyder & Associates, and each of their partners or employees, from any liability whatsoever in connection with entering the contest, accepting any prize, or anything that may arise related to the contest. Entrants agree to be bound by these official rules and the decisions of Edgar Snyder & Associates.