

CONTEST CORNER



Americans Asked To Write Out Loud

(NAPSA)—Don't write off the pleasures of collecting autographs. What is seemingly becoming a national pastime is also a big part of the country's culture. And whether it's a bold mark on a football, on a ball cap at race weekend, or a cherished slip of paper, chances are the signature collected was made permanent with a Sharpie marker.

Forty years ago, the first Sharpie markers rolled off the production line, and several billion markers and 17 colors later, the iconic brand is more popular than ever. To celebrate this major milestone, Shelbyville, Tenn., which will produce hundreds of millions of markers this year, is hosting the world's largest Sharpie festival—dubbed Sharpiefest—and is changing its name to Sharpieville USA.

To help with the transformation, the popular brand is teaming up with one of NASCAR's most bold and expressive personalities, Kurt Busch, NASCAR NEXTEL Cup driver of the No. 97 Sharpie Ford, to leave his mark on the town—with a giant marker in-hand.

"We couldn't think of a better way to commemorate this 40th anniversary, than to host the biggest celebration of Sharpie markers anyone has ever seen," said Busch. "I'm going to transform Shelbyville and 'write out loud,' by renaming signs, vehicles and even building marquees—with permission from the mayor, of course."

Busch is not alone. Over the years, Americans have found their own bold, distinctive ways to write out loud with their Sharpie markers, including:

- Coloring Easter eggs
- Touching up scuffed shoes before a job interview
- Encouraging basketball practice by drawing a free-throw line in the driveway



Kurt Busch "writes out loud" with some younger fans during the 40th anniversary celebration in Shelbyville, Tenn.

- Drawing a cat face on the fish bowl to keep goldfish in line
- Labeling "Spot's" dog house

"We're thrilled to celebrate our 40th anniversary with such an amazing event," said Greg Stoner, president of Sanford, makers of Sharpie markers. "As Kurt helps us kick off our yearlong celebration, we want America to make their mark, and by doing so, they could win a chance to meet our friend in person at the Sharpie 500 race in August."

The national "Write Out Loud" contest asks individuals how they express themselves with their Sharpie markers. The contest will award one grand-prize winner and a guest with a trip to NASCAR's Sharpie 500 event this summer, \$1,000 spending money and a chance at a "behind-the-series" look at Sharpie Racing and the No. 97 pit crew before the race on August 28, 2004.

To enter, individuals can submit a description and photo or print out a mailable form and send in a photo before June 30. The winner will be announced in July, prior to the race. For more details on how to enter and official rules, visit www.sharpie.com.