

## **“Are You The Next Glinda?” Contest Rules**

Complete Rules:

1. How To Enter:

Entry in the ***Are You The Next Glinda Girl?*** contest (the “**Contest**”) will only occur as part of the ***Business of Bliss*** event in Calgary, Alberta, (the “**Event**”) by: a) downloading a Contest submission form online at <http://www.glindagirls.com/contest/> (the “**Submission Form**”); b) your completing and submitting the Contest Submission Form to be sent to the following e-mail address [hello@glindagirls.com](mailto:hello@glindagirls.com) or faxed to 403.246.4092 (place “Are You The Next Glinda Contest” in the ‘subject’ field); c) payment of the submission fee of CAN\$250.00 + gst, which includes a ticket to *The Business of Bliss* Event (Value \$223.00) in Calgary, Alberta, Canada, submitter to pay any travel and accommodation (“**Submission Fee**”). Net proceeds from the Submission Fees are to be donated to kiva.org. Entry into the Contest will be dependent upon your completing and submitting the required Contest Submission Form and submitting payment. Your submission must also include at a minimum the following (collectively the Contest Submission Form, Submission Fee and the following information will be the “**Submission**”):

1. What is the name of your business?
2. Why do you consider yourself a Glinda Girl?
3. What is your product or service?
4. What best describes your product: physical product, wholesale business, service, website, software, other?
5. How does this fulfill your purpose in life?
6. What problem does your product or service solve?
7. What is the potential for revenue?
8. What is your marketing plan to achieve your revenue goals?
9. What risks have you taken to develop your business?

2. Eligibility:

The Contest is open to: all female residents of Canada who have reached the age of majority (18), or if under the age of majority and a minor, entry must be done with a parent or guardian, at the date of contest closing. Excluded from the Contest are all employees, contractors, representatives and agents of Glinda Girls (collectively “**Glinda Girls Employees**”), its sponsors (including any Contest sponsor) and their respective affiliates, subsidiaries and agencies including, without limitation, their advertising and promotional agencies (collectively the “**Sponsors**”) as well as immediate family members of, or persons domiciled with Glinda Girls Employees and/or employees of the Sponsors.

3. Contest Dates:

Contest begins April 15th, 2009 and closes 11:59 pm MST July 15th, 2009.

4. Selection of Winner(s):

- a) From all eligible Submissions received, a Glinda Girls selection committee will review all of the Submissions and from these select the 20 semi-finalist Submissions (the "**Semi-Finalists**") based on the collective comments of the Glinda Girls adjudication panel (collectively, the "**Criteria**"). After first having been contacted by phone/e-mail (and replied within 48 hours of having been so contacted), the Semi-Finalists will be announced online at <http://www.glindagirls.com> on August 5, 2009;
- b) The Semi-Finalists will then be required to submit further detailed information, including a detailed business plan, confirmed financing, marketing plan and product samples (the "**Further Information**"), all to be submitted on or before August 17, 2009. The Glinda Girls adjudication panel will then consider the Further Information of the Semi-Finalists and, using the Criteria, they will select the 5 finalists (the "**Finalists**"). After first having been contacted by phone/e-mail (and replied within 48 hours of having been so contacted), the Finalists will be announced online at <http://www.glindagirls.com> on September 15, 2009;
- c) The Finalists will then be booked for interviews with the Glinda Girls adjudication panel between September 15, 2009 and October 1, 2009. After all Finalists have been interviewed, they will also be required to attend at the *Business of Bliss* Event and participate in a final pitch as part of a session at the Event (the "**Event Pitch**"). Upon conclusion of the Event Pitch, the Glinda Girls adjudication panel will determine a winner (the "**Winner**"). The Winner will be announced on Monday, October 5, 2009 at the Event and later online at <http://www.glindagirls.com>.

Once the Semi-Finalist, Finalist and/or Winner has been selected they must ensure that they have first signed the attached Contest Declaration and Release (attached) on or before October 5, 2009: 1) releasing Glinda Girls and any Sponsor(s) from all claims that may arise in connection with the Contest or the Prize; 2) agreeing to the use of both their name, address and photograph, without payment, in any subsequent publicity or advertising, for news or information purposes, carried out by Glinda Girls and/or any Sponsor(s).

Once the Semi-Finalist, Finalist and/or Winner has complied with these provisions, they will be instructed on how any Prize can be claimed.

If a Semi-Finalist, Finalist and/or Winner cannot be contacted by Glinda Girls within forty-eight (48) hours of the decision (immediately in the case of the Winner, who has to be in attendance at the Event), or if they fail to abide by the terms of this Contest, Glinda Girls and/or any Sponsor(s) shall have the right to determine another Semi-Finalist, Finalist and/or Winner from the eligible Submissions as the Semi-Finalist, Finalist and/or Winner, as appropriate, and Glinda Girls and/or any Sponsor(s) shall be released and discharged from any liability or responsibility in this regard. Neither Glinda Girls nor any Sponsor(s) are responsible for any lost, destroyed or misdirected submissions. The decision of the Semi-Finalists, Finalists and Winner by Glinda Girls is final.

## 5. Prize(s):

Prize(s) for the Contest will be supplied by the contest sponsors set out below and as added or removed and noted online at <http://www.glindagirls.com/contest> (the “**Contest Sponsor**”).

At present, the Sponsor and their portion of the Prize includes:

- Logo development and design – Admaki
- One year PowerBoard with Powerhouse International Inc. Meeting every two weeks, experience the support of your own board of directors to help you grow your business and take action in four key areas of your business: strategic planning, marketing, human resources and financing. It’s more than just a board of advisors, it’s your Board of activators. After all, what good are your plans if you don’t take action? Of course, you’ll share ideas, experiences, perspectives, and with the guidance of your PowerBoard facilitator you’ll engage in the tough conversations that will drive you forward. But more importantly your board will hold your feet to the fire and will ensure you take action on plans that are vetted and make good, solid business sense. ([www.powerhouseinc.ca](http://www.powerhouseinc.ca))
- 20 hours Marketing Strategies consult and development. This will entail strategic and creative marketing counsel, and copywriting to define, differentiate and articulate her brand proposition and key messages, in order to engage and ignite her target audience, and thereby position her to achieve her business vision. Debra Stuart Marketing ([www.debrastuart.com](http://www.debrastuart.com))
- 9 sessions of life or financial coaching. Koren Motekaitis, Martha Beck Life Coach
- 10 hours copywriting with Dale Bochon of The Word Agency ([www.dalebochon.com](http://www.dalebochon.com))
- Fire up your business with 1 Entrepreneurial Jam Session with Glinda Girl Danielle LaPorte ([www.WhiteHotTruth.com](http://www.WhiteHotTruth.com))
- 3 year membership and promotion services to include upcoming feature of products (if appropriate) in Lou Lou magazine promotion – [www.GlindaGirls.com](http://www.GlindaGirls.com)
- Join the ranks of The E-Myth’s Michael Gerber, Martha Beck and Peter Walsh and be interviewed by Koren Motekaitis on her internet radio show How She Really Does It.com
- Interview by the Odd Squad on Country 105

- Tell your inspiring story with a 2 minute profile video professionally written, directed and produced. A great marketing tool to use on your website or other social media outlets. – Deluxe Design Group ([www.deluxedesigngroup.tv](http://www.deluxedesigngroup.tv))
- Showcase your products and/or services with a 60 second custom professionally shot and edited video, includes video marketing and distribution online and one year listing on BizBox.tv
- 1 Professional Photo Shoot for head shot – [www.StephanieCraggCorporate.com](http://www.StephanieCraggCorporate.com)
- Look like the glamorous Glinda Girl you are with 3 Professional MakeUp sessions for video and photo shoots with professional makeup artist Karen Malcom - who has even done makeup for Sex and the City's Kim Cattrall! ([www.KarenMalcolm.com](http://www.KarenMalcolm.com))
- Shopping with your own Personal Stylist, including style analysis, coaching and new clothes! – Karen Judge ([www.StudioGorgeous.com](http://www.StudioGorgeous.com))
- 1 year website hosting and \$500 towards development – Fuse Interactive Inc. ([www.Fusetech.ca](http://www.Fusetech.ca))
- Public Relations Strategy Session – Brookline Public Relations ([www.brooklinepr.com](http://www.brooklinepr.com))
- Accounting Software, coaching and one month free accounting – Bridge The Gap Accounting Services ([www.btgaccounting.com](http://www.btgaccounting.com))

Total value is at least CAN\$25,000.00 and growing (see <http://www.glindagirls.com/contest> for a full up-to-date list of Sponsors, Prize and approximate Prize value).

The Contest Sponsor/Glinda Girls reserves the right to substitute prize(s) of equal or greater value, based upon availability of each item to Contest Sponsors. For greater clarity, the Contest Sponsor/Glinda Girls accept no liability if the prize(s) as described herein are not available and reserve the right to substitute prize(s) of equal or greater value. The prize(s) must be accepted as awarded, and may not be sold, traded or bartered, and are non-transferable and cannot be redeemed for cash. Winner(s) are eligible to win only one (1) prize.

6. All entries must be warranted to be original to the person submitting the Submission, non-infringing and immediately upon submission become the

irrevocable and unfettered property of Glinda Girls, and will not be returned and may be used in any manner, anywhere by Glinda Girls.

7. Chances of Winning:  
The odds of winning a prize depend on the number of eligible entries received.
8. Winner's List:  
The Winner will be posted online at the Glinda Girls website at: <http://www.glindagirls.com> and <http://www.glindagirls.com/news/>
9. Applicable Law:  
This Contest is subject to all federal, provincial and municipal laws.