



## Contest History

The contest began in 1974 as a promotion created by a Montpelier, Vermont sporting goods owner who wanted to advertise a new line of athletic shoes. At the Montpelier Department of Recreation, he discovered a photogenic pair of superbly rotten sneakers that would look great in the store ad. The recreation director seized the moment and created a new contest -- the search for the best rotten sneakers!

In 1988, the maker of Odor-Eaters products caught a “whiff” of this grand event, and became the official sponsor. They were quick to realize that the foul-smelling sneakers featured in the contest were a symbol of what the product beats every day. Millions of people rely on Odor-Eaters insoles, sprays, and powders to provide protection for active feet.

In 2014, the national Odor-Eaters Rotten Sneaker Contest moved from Montpelier to New York City. The contest is always held in March. The winner will receive \$2,500 prize money, an additional 2 night's stay in New York to see a Broadway show, the golden sneaker award and a year's supply of much-needed Odor-Eaters products. Additionally the winner will have his/her sneakers enshrined in the Odor-Eaters Hall of Fumes.

Visit the Odor-Eaters Rotten Sneaker Contest on Facebook or at [www.odor-eaters.com](http://www.odor-eaters.com) (click on the Rotten Sneaker Contest tab) to learn more about the contest.