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Duck® Brand Celebrates Creative Thinkers, Designers and Crafters, in the 17th Annual Stuck at Prom® Scholarship Contest

From fashionable formalwear to personalized promposals, the creation-based contest offers \$50,000 in scholarships and prizes to offset the rising costs of prom and college tuition

AVON, Ohio (January 2017) – From asking a date, to choosing formalwear, prom is one of the most fun and memorable parts of the high school experience – and Duck® brand wants to inspire students every step of the way. In addition to celebrating the 17th year of the iconic Stuck at Prom® Scholarship Contest which awards cash to students wearing Duck Tape® formalwear to prom, Duck® brand is introducing a new and exciting element: the Stuck at Prom® Promposal Sweepstakes.

“Each year students have wowed us with their amazing craftsmanship and creativity – taking DIY prom formalwear to the next level,” said Ashley Luke, category manager at ShurTech Brands, LLC, the company that markets the Duck® brand. “We look forward to continuing to help students offset the rising costs of college, which has increased by more than 40 percent in the last decade, and can’t wait to see what the 17th year has in store for us!”

The 17th Annual Stuck at Prom® Scholarship Contest

Since 2001, Duck® brand has awarded nearly half a million dollars in scholarships to high school students who fashion amazing promwear creations with Duck Tape®. Once again, the 17th Annual Stuck at Prom® Scholarship contest will award more than \$50,000 based on workmanship, originality, use of colors, accessories and use of Duck Tape® in the outfits.

- Who can enter: High school students attending prom in the United States or Canada that use Duck Tape® to create their prom attire.
- How to enter: Submit photos to stuckatprom.com of themselves wearing the original Duck Tape® formalwear to a prom.
- Entry period: April 5, 2017 through May 31, 2017.



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- Finalist couples will be announced on or around June 14, 2017. The public will then crown the winners by casting votes for their favorites online at stuckatprom.com from June 14, 2017 to July 5, 2017. Winners will be announced on or around July 12, 2017.
- Prizes:
 - Grand Prize: \$10,000 college scholarships for each entrant.
 - Second Place: \$5,000 college scholarships for each entrant.
 - Third Place: \$3,000 college scholarships for each entrant.
 - The remaining students in the top 10 will each receive a \$1,000 prize.
 - Singles category: \$1,000 college scholarship for entrant.

The Stuck at Prom® Promposal sweepstakes adds something new to entice students to participate in the campaign and provides a new opportunity for students to showcase their Duck Tape® design talents – while helping to offset some of the costs associated with prom.

The Inaugural Stuck at Prom® Promposal Sweepstakes

Duck® brand invites students to utilize the vibrant assortment of Duck Tape® colors, designs and crafting tapes – as well as its original silver – to create their fun and unique promposal, and then share their stories on social media for a chance to win.

- Who can enter: High school students attending prom in the United States or Canada that use Duck Tape® as a part of their promposal.
- How to enter: Post your entry photo via a public Instagram® or Twitter® account and include the hashtag #DuckTapePromposal and #Sweepstakes.
- Entry period: February 1, 2017 through April 5, 2017; sweepstakes winners will be chosen at random and announced on or around April 7, 2017.
- Prizes: Three \$1,000 prizes to help offset the costs of prom.

“Each year our Stuck at Prom entrants surpass our wildest expectations,” said Luke. “We look forward to seeing the amazing ingenuity and creativity our Duck Tape® designers will bring to their formalwear *and* promposals in this year’s contest.”

For additional details on the Stuck at Prom® the Promposal sweepstakes and specific entry requirements for both, visit stuckatprom.com.

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DUCK TAPE® BRAND DUCT TAPE

An American original, Duck® brand is known for its quality and innovation, which now includes a vibrant assortment of hundreds of colors, designs and licenses. Duck Tape® brand duct tape is available nationally at mass merchandise, craft, hardware, home center, food, drug, office, auto and specialty retailers in colors such as gold, electric blue, fluorescent pink, green and terracotta, and designs such as Galaxy, Love Tie Dye and Metallic Gold Stars.

Duck Tape®, marketed by ShurTech Brands, LLC, offers a vast array of innovative, forward-thinking solutions that help everyone – from DIYers to crafters – bring their ideas to life. The brand sets trends, inspires creativity and leads the way in crafting, DIY projects and more, giving you the tools you need to create anything you can dream. Visit duckbrand.com for additional product information. And, keep up-to-date on Duck Brand® news by joining our more than 5 million fans on Facebook® (facebook.com/ducktape), following us on Twitter® ([@theduckbrand](https://twitter.com/theduckbrand)) and Instagram ([@theduckbrand](https://instagram.com/theduckbrand)), following our boards on Pinterest® (pinterest.com/theduckbrand) and watching us on YouTube® (youtube.com/theduckbrand).

SHURTECH BRANDS, LLC

ShurTech Brands, LLC, markets DIY (Do It Yourself), EIY (Express It Yourself) and Home & Office consumer products under the Duck®, FrogTape®, T-REX® Tape, Painter's Mate Green® and Shurtape® brands. The company is a subsidiary of Shurtape Technologies, LLC, Hickory, N.C., an industry-leading producer of pressure sensitive masking, duct, packaging and specialty tape products, with facilities in the United States, Canada, United Kingdom, Germany, Mexico, Peru, United Arab Emirates and China. Shurtape services numerous markets, including industrial, packaging, HVAC, professional paint, auto, marine, aerospace, arts and entertainment, and retail. Shurtape also manufactures and markets the Shurtape® and Kip® brands. Visit shurtech.com for more information.

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