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Contacts:

Falls Communications

Jenny Bahun | 216.472.6678 | jbahun@fallscommunications.com

Kristi Stolarski | 216.472.2371 | kstolarski@fallscommunications.com

Will You Go to Prom with Duck® Brand? New Sweepstakes Is a Hard Promposal to Turn Down

*Stuck at Prom® Promposal Sweepstakes offer students a chance to win \$1,000
by using Duck Tape® to ask their dates to prom*

AVON, Ohio (February 2017) – Today, the promposal is just as significant as the prom itself. Spelling “prom?” with pepperoni on pizza, crafting Duck Tape® roses and giant duct tape posters, filling lockers with products and signs, or harnessing the power of the jumbotron at a sporting event are just a few ways that teens are getting creative and “popping the question.” Not only are these promposals becoming more elaborate every year, they are also costly. The average American household with teens is shelling out \$324 for the gesture¹ – that’s more than one third of the total that the average prom-going teen spends on the special event.

Not only is the promposal itself pricey, add in dresses, flowers, accessories and hair, and many families are spending close to \$1,000¹ on the special event. To help offset the costs of the big dance, Duck® brand is introducing a new and exciting element to the iconic Stuck at Prom® Scholarship Contest: the Stuck at Prom® Promposal Sweepstakes.

“We realize how much time our Stuck at Prom formalwear entrants devote to the contest every year,” said Ashley Luke, category manager at ShurTech Brands, LLC, the company that markets the Duck® brand. “We hope the Stuck at Prom® Promposal Sweepstakes will provide a new opportunity for makers to showcase their Duck Tape® crafting talents – while helping to offset some of the costs associated with prom.”

¹ http://www.practicalmoneyskills.com/resources/pdfs/Prom_Survey_2015.pdf

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 one of three \$1,000 prizes to help offset the costs of prom. High school students can simply post an entry photo via a public Instagram® or Twitter® account and include the hashtag #DuckTapePromposal and #Sweepstakes.

The Stuck at Prom Promposal Sweepstakes begins on February 1, 2017 and ends on April 5, 2017. Sweepstakes winners will be chosen at random and announced on or around April 7, 2017.

For additional details on 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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