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Duck® brand Sticks by Students Searching for Scholarships *Stuck at Prom® Scholarship Contest celebrates 15-year anniversary*

AVON, Ohio (March 16, 2015) – Contests may come and go, but there's one that has stood the test of time thanks to some real "sticking" power...the Duck® brand Stuck at Prom® Scholarship Contest. Since its inception in 2001, the challenge, which tasks students to create unique prom attire from Duck Tape®, has attracted more than 6,000 students from across the United States and Canada and has awarded \$300,000 in scholarship money to students and schools.

"We all know that college costs are skyrocketing. In fact, between 2001 and 2012, prices for undergraduate tuition, room and board at public institutions rose 40 percent¹," said Patti LaPorte, senior category manager at ShurTech Brands, LLC. "Valuing the importance of education, Duck® brand introduced this scholarship promotion as a unique solution to reward students for their creativity in Duck Tape® fashion, while also helping to fund the increasing costs of college."

As the contest celebrates a milestone 15-year anniversary, high school students are invited to show their individuality and wear Duck Tape® to prom for a chance to win scholarship dollars. In 2015, with more than \$50,000 in scholarship prizes up for grabs, the top prize is a \$10,000 college scholarship for each member of the Grand Prize-winning couple.

The Stuck at Prom® entry period starts March 16, 2015, and ends June 1, 2015. A panel of judges will then choose 10 finalist couples based on workmanship, originality, use of colors, accessories and use of Duck Tape®. Those couples will be narrowed down to Grand Prize, Second and Third place winners during a public online voting period on stuckatprom.com, which will open on June 15, 2015, and end on July 8, 2015, with winners announced on or about July 15, 2015.

¹ U.S. Department of Education, National Center for Education Statistics. (2013). *Digest of Education Statistics, 2012* (NCES 2014-015), Chapter 3.

The Grand Prize winners will each receive a \$10,000 scholarship, the second place students each receive \$5,000, third place winners will receive \$3,000 each and the school that hosted the prom will also receive a cash donation. The remaining seven couples in the judge-selected Top 10 will each receive \$500 scholarships, as well as \$500 for the school that hosted their prom.

“As the breadth of our Duck Tape® assortment continues to grow, so does the originality and creativity of the entries,” said LaPorte. “In 2001, students were limited to the solid color palette of Duck Tape®. Today’s offering includes everything from bright neon colors and shimmery metallics to bold prints – just what students need to create on-trend, one-of-a-kind prom outfits that demonstrate their distinctive design flair. We can’t wait to see this year’s entrants make a mark on their prom with brilliant Duck Tape® designs.”

For additional contest details and entry requirements visit stuckatprom.com.

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DUCK TAPE® BRAND DUCT TAPE

An American original, Duck® brand duct tape is known for its quality and innovation, which now includes a vibrant assortment of hundreds of colors, designs and licenses. Duck Tape® is available nationally at mass merchandise, craft, hardware, home center, food, drug, office, auto and specialty retailers in colors like aqua, fluorescent green, pink, orange and yellow, and designs such as Gummy Bears, Love Tie Dye and Rubber Duckies.

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 nearly 6 million fans on Facebook® (facebook.com/ducktape), following us on Twitter® (@[theduckbrand](https://twitter.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[®], 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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