

Visit us online at www.hollowayusa.com

Win \$2,500 Cash for Your School's Athletic Budget!

\$2,500 GRAND PRIZE WINNER



Lenox Memorial High School

Cool Cash Program

Holloway's "Cool Cash" program offers you a chance **to win \$2,500 for your High School**. Send or email us a photo of your team(s) dressed in their Holloway apparel along with the completed entry form on the back of this letter by May 31, 2012 to be entered in our "**Cool Cash**" drawing.

The Grand Prize winner will receive \$2,500 cash for their athletic budget. Second place will receive \$1,000 cash and the third place winner will receive \$500 cash.

Holloway will be giving the team dealer of the grand prize winner \$500 in Holloway credit. \$250 in Holloway credit will be given to each team dealer of the second and third place winners.

You may enter as many different team photos as you would like. For example, if your basketball and track team each wear Holloway apparel, you can send two separate entry forms. *The photos will not be returned*, and will only be used with your approval.

Winners will be notified in August with the release of our new 2012/2013 catalog. Please see back for details.

Holloway's performance-engineered sportswear is conditioned to go the distance. With our unsurpassed quality, color selection and responsive customer service, you can stay focused on what really matters.

GEARED FOR GREATNESS.

 **HOLLOWAY**
www.hollowayusa.com

To be included in the **"Cool Cash"** drawing, please complete the entry form below by **May 31, 2012** and mail, along with your photo(s) to : **Holloway Sportswear, Attn: Cathy Billing, 2633 Campbell Road, Sidney, Ohio 45365** or email to: **cathy.billing@hollowayusa.com**

Athletic Director's Name: _____

High School Team: _____

High School Address: _____ City _____ State _____ Zip _____

Phone Number: (_____) _____ E-mail: _____

Team Dealer/Store Name: _____ Phone Number: _____

1. Who makes the buying decision for team apparel in your high school?

Athletic Director Principal Coach Other _____

2. How many times a year do you buy team apparel? 1-3 4-6 7 or more

3. What criteria do you look for when purchasing team apparel? Brand Price Style Quality Other

Please agree to one of the options listed below:

Photo Release Information: I, _____ hereby **consent*** to the use of this team photo and/or likeness, however created, as well as reproductions in any form with or without alterations or omissions, by Holloway Sportswear, Inc. and/or their agencies for the purpose of advertising, purpose of trade or for such purposes of a similar nature as may be deemed necessary and advantageous. This release is irrevocable.

I, _____ **do NOT consent*** to the use of this photo in any advertising by Holloway Sportswear, Inc.

Signature: _____ Title: _____ Date: _____

2010 COOL CASH WINNERS

\$1000 SACHEM EAST HIGH SCHOOL



\$500 SMITH ACADEMY HIGH SCHOOL



YOU COULD WIN \$2,500

*Consent for the use of the photo is not necessary to win. All entries submitted have the same chance of winning.