



# Kids, it's time to brush up on your art skills!



Romania 2021 Winner



Pakistan 2021 Winner



Myanmar 2021 Winner



Portugal 2021 Winner



Thailand 2021 Winner



Mexico 2021 Winner

## Announcing the 2022 Colgate *My Bright Smile™* Global Art Contest

It's the annual worldwide art contest for children! Your children could be part of the 2022 Colgate *My Bright Smile™ Global Calendar* featuring original artwork by children from around the world!

**Contest Deadline: May 28, 2021**



# My Bright Smile™ Global Art Contest

## About the Global Art Contest

As part of its *Bright Smiles, Bright Futures*® global oral health education program, Colgate-Palmolive Company is announcing the 2022 *My Bright Smile*™ Global Art Contest, open to children ages 6 to 9.

In celebration of bright smiles of children throughout the world, Colgate will be soliciting original artwork to be used in an international calendar for the year 2022. Each of the thirteen final winners of the contest will receive a Colgate *Bright Smiles, Bright Futures*® Scholarship, and winning art will be included in the 2022 Colgate *My Bright Smile*™ Global Calendar.

In an effort to help our communities navigate the uncertainties presented by COVID-19 and school closures, we are extending the contest in certain countries to serve not only elementary schools, but also children's institutions as identified by those countries.

Please help us by encouraging your children to enter this exciting contest with other children from across the globe. The guidelines below will help you get your children started and include the official contest rules. Please photocopy these guidelines if needed so parents can review as well.

## Country winners will receive...

- Opportunity to participate in the global contest.

*Children ages 6 through 9 are eligible.*

## Global winners will receive...

### For themselves...

- Colgate *Bright Smiles, Bright Futures*® Scholarship in the amount of \$250 USD
- Inclusion in the 2022 Colgate *My Bright Smile*™ Global Calendar

### For the Institution...

- Colgate-Palmolive Grant in the amount of \$500 USD
- Recognition on the 2022 Colgate *My Bright Smile*™ Global Calendar

## Tips for Artwork

Thank you for encouraging your children to enter the Colgate *My Bright Smile*™ Global Calendar Contest. Enclosed please find an original of the *My Bright Smile*™ certificate to be reproduced by you and distributed to each child entering the contest.

**To help guide children in creating art for the contest, here are some idea starters:**

- How their smiles make them feel good
- Their pride in practicing positive oral health habits
- Loss of baby teeth and the eruption of permanent teeth
- What children should do to keep teeth healthy and intact
- The importance of brushing at least twice a day, especially at bedtime
- Choosing healthy snacks
- Playing safely to avoid injuries to teeth and mouth
- Seeing a dentist regularly
- Their feelings about seeing a dental health professional

All entrants will receive a  
***My Bright Smile*™ certificate.**  
(See back page.)





# Contest Rules and Regulations

## Who may enter?

The contest is open to children ages 6-9 at time of entry. Employees of Colgate-Palmolive Company and their promotion and/or fulfillment agencies and immediate family members of these employees are not eligible.

## Must artwork be original?

Yes. Artwork must be original, created by the child without assistance from others. Artwork cannot be copied or traced from a book or other material. Photos and computer-generated graphics will be disqualified.

## What type/medium of art entry is acceptable?

Color and black and white artwork depicting the theme “Why My Bright Smile is Important” may be submitted: line drawings, crayon, paint, regular or colored pencil, acrylic pastel, magic markers, ink or any combination.

## How should the entries be submitted?

Each entry must include a completed entry form and be sent to the address on the form. If entry has non-English captions or text, please provide translations on entry form. The entry form may be photocopied. Entries should be post mailed flat or in mailing tubes, or e-mailed as a high resolution scan. Entries must be submitted no later than May 28, 2021. Colgate-Palmolive Company is not responsible for lost, late, damaged, postage due or misdirected mail.

## What size should the entry be?

Entries should be a minimum of 8½ x 11 inches and cannot exceed 11 x 17 inches.

## Will entries be returned?

No. Entries become the sole property of Colgate-Palmolive Company and will not be returned.

## How will the entries be judged?

Entries will be judged on originality, creativity, imagination, and best rendering of the theme “Why My Bright Smile is Important.”

The decisions of the judges are final and binding. Judges include representatives from Colgate-Palmolive Company and its education agency.

## What are the prizes?

The 2022 Colgate *My Bright Smile™ Global Calendar* will select 13 global winners to be awarded a Colgate *Bright Smiles, Bright Futures®* Scholarship.

Each of the winning entries will receive a scholarship grant valued at \$250 USD and the artwork will be included in the 2022 Colgate *My Bright Smile™ Global Calendar*.

Institutions of global winners will receive Colgate-Palmolive grants valued at \$500 USD.

Each child that enters will receive a *My Bright Smile™* certificate.

Winning art, photographs and personal biographical information of regional and international winners will be utilized in traveling displays, advertising and publicity in a variety of media which may include print, video and/or electronic format.

## How will the winners be notified?

Global winners will be notified on or about July 23, 2021. The return of a prize notification as undeliverable or the inability to contact a potential winner may result in disqualification.

## What are the requirements to enter?

By completing the entry form, entrants agree to the reproduction, use, display and exhibition of their artwork in the Global Calendar and traveling exhibit. Entrants also agree to the use of their name, photograph or likeness and personal information in advertising, promotional and publicity materials and the final calendar for global distribution.

## What is the timetable?

Contest begins: March 1, 2021

Entry deadline: May 28, 2021

Global winners notified by: July 23, 2021

**ENTER NOW!** Contest Deadline May 28, 2021

## Any Questions?

For more information about the contest, contact Colgate *Bright Smiles, Bright Futures®* at: [ColgateBSBF@colpal.com](mailto:ColgateBSBF@colpal.com)





# Entry Form

Send this completed form, along with the artwork, via:

## Post Mail

Colgate Bright Smiles, Bright Futures®  
Attn: Susan Baughman  
130 Clarkson Ave., 4C  
Brooklyn, NY 11226

Or

## E-Mail

ColgateBSBF@colpal.com  
Subject: "My Bright Smile" Global Art Contest

**Important:** Entry form MUST be postmarked on or before May 28, 2021 and submitted with artwork to be eligible.

### \*Child

### \*Address

City	State
Postal Code	Country

### \*Parent/guardian

### Home telephone number (include area code)

### \*Child's age

### \*Child's class year

### \*English translation (if needed)

### \*Institution

Name	
Address	
City	State
Postal Code	Country

### Institution telephone number (include area code)

### \*Teacher or Institution Contact Name

Teacher's e-mail:

### Principal's Name, if applicable

### Community / School District Health Coordinator

**Please note:** Neither Colgate-Palmolive nor any of its promotion and/or fulfillment agencies assisting Colgate-Palmolive with the Global Art Contest will use the information provided herein in any manner other than as described herein.

**\*Indicates required information**

### Parent's Agreement:

On behalf of the above listed child, I agree to Colgate-Palmolive Company's use of his/her attached art for advertising, publicity, or display including print, video, or electronic/computer means. I understand that the attached art will become sole property of Colgate and will not be returned.

If my child should win, I agree to submit a photograph of my child to Colgate-Palmolive Company within 10 days of notification along with a completed "Winner's Biographical Information Form." I understand that this photograph, along with brief biographical information from the "Winner's Biographical Information Form," may be used on the Global Calendar for international distribution and/or for advertising, publicity, or display including print, video, or electronic/computer means.

Please refer to the Privacy Policy at <https://www.colgatepalmolive.com/en-us/legal-privacy-policy> for information on how we protect and use personal information. By signing below, I confirm that I have reviewed, understand, and agree to this Privacy Policy.

### Parent/Guardian Signature

Date / /

ColgateBSBF.com - @ColgateBSBF 



This certificate is awarded to

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for participation in the 2022  
***My Bright Smile™***  
**Global Art Contest**

Signed \_\_\_\_\_ Date \_\_\_\_\_