



SEA LIFE™ Aquarium at LEGOLAND California Resort is calling all children with a passion for art and our oceans to participate in the S.O.S. poster project – a competition highlighting the power each and every child has to “Save Our Seas.”

### **1. Entry period**

The SEA LIFE Aquarium at LEGOLAND California Resort S.O.S. poster contest will begin accepting submissions May 12, 2008. Entries must be received no later than 5 p.m. PST on July 12, 2008.

### **2. Eligibility**

The contest is open to children ages 4 to 12. Employees of Merlin Entertainments as well as their immediate family members (spouses, parents, siblings, and children) are not eligible.

### **3. Rules of Entry**

SEA LIFE is not responsible for any lost, late, incomplete, invalid, unintelligible, or misdirected entries. Submissions will not be returned and will become the property of SEA LIFE. By entering the contest, all parties agree that SEA LIFE has the right to display, copy, distribute and otherwise use the artwork as it sees fit without any fee or other form of compensation.

### **4. Entry categories**

Entries will be judged in three age categories – 4 to 6, 7 to 9 and 10 to 12.

### **5. Agreement to Rules**

By entering the contest, all parties fully and unconditionally agree to and accept the rules as outlined herein and agree to accept the decisions of SEA LIFE and the contest judges which are final and binding.

### **6. Judging Criteria**

Entries must meet all rules and submission criteria as stated herein to be eligible. Entries will be evaluated by a panel of judges. Artwork will be judged on artistic merit, creativity and the uniqueness of the child's idea.

### **7. Prizes**

SEA LIFE will notify finalists by phone or e-mail by July 18, 2008. All finalists will be invited to be among the first through the doors of the new SEA LIFE Aquarium where their work will be displayed during the grand opening ceremony on August 11, 2008.

SEA LIFE is not responsible for transportation or lodging costs associated with attending the grand opening. Finalists do not have to be present at the grand opening to be eligible to win a grand prize package.

Grand prize winners from each age category will be announced at the opening and will receive an annual Resort pass that includes unlimited admission to LEGOLAND California and SEA LIFE for one year; a weekend stay at Sheraton Carlsbad Resort and Spa and their choice of an exclusive behind-the-scenes tour of SEA LIFE for them and their family (up to 5 people) or a fieldtrip for their entire class (up to 35 students).

### **8. Publicity**

Submission of an entry in the contest constitutes consent for SEA LIFE to use the names of artists, teachers and schools for promotional purposes in any media without further consideration.

### **9. Results and Rules**

For a list of winners and/or a copy of these rules, go to [www.LEGOLAND.com/poster](http://www.LEGOLAND.com/poster) or

### **10. Entry Instructions**

#### **Submission requirements:**

Original artwork must be submitted. Unfortunately, submissions cannot be acknowledged or returned and will become the property of SEA LIFE.

**Size** – 18" x 24" maximum

#### **Mediums Accepted:**

Any two-dimensional medium including, but not limited to, any type of paint, ink, pencil, pastels or crayon will be accepted.

Contestants are also encouraged to include a description of their idea for saving our seas, not to exceed 100 words. The description should be typed and attached to the back of the poster.

#### **Documentation – to be typed or printed legibly on the back of all entries**

- Title of picture
- Full name of artist
- Age
- Grade and school
- Date submitted
- Mailing address, email address and phone number

#### **Mail entries to:**

SEA LIFE  
S.O.S. Poster Contest  
One LEGOLAND Drive  
Carlsbad, California 92008

If sending via UPS or FedEx, please include telephone number 760-918-LEGO.

Entries may also be hand delivered to Guest Services at the front gate of LEGOLAND California.