

Eligibility Rules for the Golden Shoe Campaign

Eligibility: There is no need to officially enter into the Golden Shoe Campaign.

You are encouraged to walk the routes frequently and to be looking along the way for the Golden Shoe that may be hidden along the route either in stores with a Golden Shoe poster or outside.

To be eligible for the free pair of walking shoes, a person must:

- Complete the entire walking route
- Complete the entry form (attached to the route map) and answer correctly the two questions about the route.

A household is eligible to receive one free pair of shoes.

To be eligible for a Wellness Basket, a person must:

- Complete the Golden Shoe Entry Form (attached to the route map) and answer correctly the two questions about the route.
- Turn in the complete entry form to the Headquarters listed on the route map or mail to The Golden Shoe Campaign, 700 Fuller, NE, Grand Rapids, MI 49503

You may enter the drawing as many times as you would like. Entry forms can be found on the website www.goldenshoe.org and at campaign headquarters.

Members of the Golden Shoe Campaign and their immediate families and members of their households are ineligible to participate in receiving a free pair of shoes or for a wellness basket.

Redeeming your free pair of Shoes:

If you find a golden shoe, look for the information card attached to the shoe. It will direct you to Gazelle Sports, 3930 28th Street SE, Grand Rapids MI 49512 to redeem the new pair of \$80 walking shoes. You will be asked to turn in a completed Golden Shoe Entry Form with the correct answers about the route.

Prizes: Every week, beginning September 14, 2005 through September 14, 2006, there will be a golden shoe hidden along one of the four designated routes. If you find the golden shoe, you will receive a free pair of \$80 walking shoes.

Drawings for Wellness Baskets will be held quarterly throughout the year. These baskets are worth between \$400 and \$800 dollars. They are filled with items that have been donated by local businesses.

Rules/Winners List: To view the winners list go to www.goldenshoe.org.

Gold Campaign Sponsors: City of Grand Rapids Downtown Development Authority, Kent County Health Department, and Urban Cooperation Board.