



## ENTER TO COMPETE IN HARRISON COUNTY'S AMAZING RACE... ... Hometown Tourist Adventure

The Harrison County Convention and Visitors Bureau is looking for individuals, couples and families to compete in the second annual "AMAZING RACE HOMETOWN TOURIST ADVENTURE". The winner(s) of this race will become the Harrison County Ambassador(s) of the Year and will win a prize package valued at \$500.

With the high gas prices and poor economy, travelers are looking to spend their vacations closer to home this year. By participating in this adventure, you'll discover that Historic Corydon and Harrison County has much to offer for a "close to home" vacation. Not only will participants discover unique, fun opportunities along the way, they will also become expert Ambassadors for Harrison County tourism.

All you have to do to enter is sign up a team that can consist of one person, a couple, a family or 3-5 friends, to accompany you on a journey into Historic Corydon and Harrison County to discover the treasures you have in your own back yard. Submit a letter telling why your team should be selected to go on this journey and why you think tourism is important to Harrison County. Only a limited number of teams can participate. Selections will be made by the HCCVB based on the content of the letters.

Participants will be instructed to visit attractions in and around Harrison County from May 14 through December 31, 2010 and record their journey, every step of the way by blogging about their experiences on [www.thisisindiana.org](http://www.thisisindiana.org), and providing photos and video of their journey. Discounts and/or complimentary admission to attractions may be provided by area tourism businesses. The Corydon Democrat will follow the teams and report on their journeys throughout. Contestants will be required to attend the See Harrison County Week "Business After-Hours" celebration on May 13<sup>th</sup> 2010 to receive their travel pack with final instructions and clues as they are sent out on their journey.

Teams will be judged on the following:

- a) Photos and/or video content and creativity
- b) Blog content on [www.thisisindiana.org](http://www.thisisindiana.org)
- c) Amount of interest and generated responses on thisisindiana blog
- d) Things you did to make the experience more adventurous and memorable (must be evident in video/photo and blog content)
- e) Written summary of the entire experience to be submitted after final visit
- f) Example of how you would promote Harrison County Tourism in an ad or 60 second video

The winning team will be determined based on the items listed in a-f above and will be announced in February 2011 at which time they will receive their prize. The winning team will also be presented the "Harrison County Ambassador of the Year Award" during the 2011 See Harrison County Week celebration in May. All participating team's blogs, photos and videos are the property of the Harrison County CVB and will be displayed on [thisisindiana.org](http://thisisindiana.org), YouTube and other social media sites, and may be used for future Harrison County CVB advertising and promotions.

HARRISON COUNTY'S AMAZING RACE...  
... Hometown Tourist Adventure  
CONTEST RULES

1. All Team members must live in Harrison County.
2. Information on forms must be legible and complete.
3. Only type written letters will be accepted.
4. Contestants will be required to blog and take pictures and/or video during their journey and must agree to have information publicized on [thisindiana.org](http://thisindiana.org) and in The Corydon Democrat.
5. Contestants must give the HCCVB all rights to use their information for future advertising and promotions.
6. Contestants must attend the May 13 See Harrison County Week Business After-Hours to receive final instructions.
7. Blogs, photos and videos will be approved by HCCVB staff before going live.
8. No vulgar language or distasteful content will be accepted.
9. **Deadline to submit contest entry forms and letters is April 23, 2010.**  
Those selected to participate will be contacted by May 7, 2010.
10. The Historic Corydon and Harrison County journey begins May 13, 2010 and ends December 31, 2010. Final material must be submitted to HCCVB Marketing Manager by no later than January 31, 2011.
11. The Ambassador of the Year Award will be presented during the 2011 "See Harrison County Week" celebration in May.
12. The winning team will receive a prize package worth \$500.
13. Employees of the hospitality and tourism industry and HCCVB staff and affiliates are not permitted to participate in this contest.



HARRISON COUNTY'S AMAZING RACE HOMETOWN TOURIST ADVENTURE ENTRY FORM  
*Must be a resident of Harrison County to participate*  
Submit Form with letter by April 23, 2010

Please Print

TEAM LEADER \_\_\_\_\_  
First Middle Last

EMAIL ADDRESS \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_

HOME PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

CHECK ONE:

TEAM (3-5 un-related people)  COUPLE  INDIVIDUAL  FAMILY

TEAM NAME \_\_\_\_\_

(If you don't want to pick a name, we'll pick one for you.)

NAME AND AGE OF TEAM MEMBERS (no more than 5 people per team except for families)

_____	_____	_____
Name	County of Residence	Age
_____	_____	_____
Name	County of Residence	Age
_____	_____	_____
Name	County of Residence	Age
_____	_____	_____
Name	County of Residence	Age
_____	_____	_____
Name	County of Residence	Age
_____	_____	_____
Name	County of Residence	Age

*Only registered team members will be eligible to receive prizes.*

ATTACH A LETTER TELLING WHY YOUR TEAM SHOULD BE SELECTED TO GO ON THIS JOURNEY AND WHY YOU THINK TOURISM IS IMPORTANT TO HARRISON COUNTY. Rules and criteria are attached. Participants will be notified by Friday, May 7 and will be required to attend the See Harrison County Week Chamber Business After Hours on May 13, 2010 to receive your travel pack and final instructions.

Return Form and Letter To:  
Harrison County Convention & Visitors Bureau  
310 N. Elm Street, Corydon, IN 47112  
Attention: Sherry Watson  
Email: [sherryw@thisisindiana.org](mailto:sherryw@thisisindiana.org)  
(no faxes will be accepted)

