COPPERTONE® Launches Nationwide Contest in Search of Modern Little Miss Coppertone

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Celebrity Mom Alison Sweeney to Serve as Guest Judge Before America Votes

Merck, the makers of COPPERTONE®, launched today its nationwide search for a little girl who embodies the persona of the brand’s beloved icon – Little Miss Coppertone. Alison Sweeney, host of NBC’s “The Biggest Loser” and mother of two will help select finalists for the Facebook photo contest. America will then vote on the final winner, who will win a seven-day, six-night family vacation and will be featured in a COPPERTONE print ad in 2013.

Proud parents and guardians can enter the Little Miss Coppertone contest by uploading a photo on Facebook of their little girl who personifies the energetic, optimistic spirit of the brand’s signature character. The contest seeks photos of girls between the ages of two and seven. With agreement from parents and guardians, COPPERTONE will feature contest photos on its Facebook page and will also incorporate them into a Little Miss Coppertone photo gallery mosaic.

“This contest gives girls across the country a chance to shine and express the happiness of summer,” Sweeney said. “As a mom of two, I’m passionate about enjoying time outdoors with my family while making sure we are protected from the sun.”

Americans were introduced to Little Miss Coppertone and her dog in 1953, and the pair have symbolized the brand’s dedication to family sun protection ever since.

“Our iconic Little Miss Coppertone represents the vibrancy of childhood, a love for the outdoors and the confidence that comes with using COPPERTONE products,” said James Mackey, senior vice president and U.S. region head for Merck Consumer Care. “She has transformed throughout the years and our contest will honor her evolution by celebrating girls from all walks of life across America.”

Starting today through June 22, COPPERTONE encourages parents and guardians to visit www.facebook.com/coppertone, where once they “Like” the page, they can enter the contest, upload and provide permission for use of the photo of their little girl outside. Or, consumers can visit select participating national retail locations and take a photo in front of a summer backdrop to upload and enter onsite. For a complete list, visit www.coppertone.com.

Once the contest closes, Sweeney and other judges will review entries and select the top 10 finalists. The photos will be featured on the brand’s Facebook page from July 13 to 26. People across America are invited to vote for the girl they believe best reflects Little Miss Coppertone’s spirit. The contest winner will be announced at the end of July.

Additionally, COPPERTONE will support Feeding America®, the nation’s leading hunger-relief charity, by providing $1 for every entry received during the month of May, up to $25,000. Sweeney supports it as part of an overall platform to keep moms and children healthy.

“Being active outdoors, eating well, and staying protected from the sun are all ways I help my family lead a healthy lifestyle,” Sweeney added. “Together with COPPERTONE, we can help make a difference in the lives of our nation’s children.”

For more information and the official contest rules, please visit the COPPERTONE website at www.coppertone.com or the brand’s Facebook page at www.facebook.com/coppertone.

About Merck Consumer Care

Today’s Merck is a global healthcare leader working to help the world be well. Merck Consumer Care is a subsidiary of Merck & Co., Inc. Each day, millions count on one or more of our industry-leading brands that help prevent or treat various common conditions. These include household names such as CLARITIN for allergies, COPPERTONE for sun care, DR. SCHOLL’S for foot care, and many more. Merck. Be well. For more information, visit www.merck.com and connect with us on Twitter, Facebook and YouTube.

Abbreviated Contest Rule
NO PURCHASE NECESSARY TO ENTER OR WIN IN THE LITTLE MISS COPPERTONE CONTEST. A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING. Starts at 12:00:00 pm ET on 4/23/12 and ends at 11:59:59 pm ET on 6/22/12 (“Promotion Period”). Open to any legal resident of the 50 United States and District of Columbia who is 18 years of age or older and the parent/legal guardian of a girl between the ages of residing in the same household at time of entry. Submitted photo must be taken between 4/23/11 and the date of entry and the subject of photo must be between the ages of two (2) and seven (7) at the time photo was taken. Void where prohibited. Subject to Official Rules, available by visiting http://www.facebook.com/coppertone during the Promotion Period or by sending a self-addressed stamped envelope for receipt by 7/30/12 to: Little Miss Coppertone Contest RULES, P.O. Box 13198, Bridgeport, CT, 06673-3198. Sponsor: MSD Consumer Care, Inc.

Merck Privacy Statement

Photos and personal information submitted by parents/legal guardians will be handled by Merck and others working for Merck in accordance with the Merck Privacy Commitment. For more information, read the Official Rules and visit www.merck.com/privacy.

Merck Forward-Looking Statement

This news release includes “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such statements may include, but are not limited to, statements about the benefits of the merger between Merck and Schering-Plough, including future financial and operating results, the combined company's plans, objectives, expectations and intentions and other statements that are not historical facts. Such statements are based upon the current beliefs and expectations of Merck's management and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements.

The following factors, among others, could cause actual results to differ from those set forth in the forward-looking statements: the possibility that all of the expected synergies from the merger of Merck and Schering-Plough will not be realized, or will not be realized within the expected time period; the impact of pharmaceutical industry regulation and health care legislation in the United States and internationally; Merck's ability to accurately predict future market conditions; dependence on the effectiveness of Merck's patents and other protections for innovative products; and the exposure to litigation and/or regulatory actions.

Merck undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Additional factors that could cause results to differ materially from those described in the forward-looking statements can be found in Merck's 2011 Annual Report on Form 10-K and the company's other filings with the Securities and Exchange Commission (SEC) available at the SEC's Internet site (www.sec.gov).

COPPERTONE® is a registered trademark of MSD Consumer Care, Inc., a subsidiary of Merck & Co., Inc.

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