

My First Piano Sweepstakes!



ABOUT SWEEPSTAKES:

September is National Piano Month. The purpose of National Piano Month is to celebrate the renowned instrument, raise awareness of the importance of music education for all and encourage the community to play the piano.

To celebrate National Piano Month, Rice Music House, the leading piano retailer in South Carolina, has launched the **My First Piano Sweepstakes**. In the **My First Piano Sweepstakes**, parents can enter their elementary student to receive their first piano complimentary of Rice Music House. The elementary school of the winning student will also receive a free digital piano.



HOW IT WORKS:

Parents go to Rice Music House's [Facebook page](http://bit.ly/MyFirstPiano) to enter the **My First Piano Sweepstakes**. (Here is the link: <http://bit.ly/MyFirstPiano>). Once all entries have been received, the campaign committee will select the top entry from each school. After the finalists have been selected, the Facebook community will vote on which student and school should win. The finalist with the most votes will win.

TIMELINE:

- Entry Period: Monday, September 2- Friday- September 27th
 - **Parents will enter their elementary school student on the Rice Music House Facebook page.**
- Selection Period: Saturday, September 28- Monday, September 30
 - **A selection committee will determine the top entry to represent each elementary school.**
- Voting Period: Tuesday, October 1 – Sunday, October 13th
 - **The Facebook community will vote for their favorite entry on the Rice Music House Facebook page.**
- Winner Announced: Monday, October 14th
 - **The entry with the most votes will be determined the winner of the My First Piano sweepstakes.**

ENCOURAGE PARTICIPATION:

We encourage you to ask your school, family and friends to enter their elementary student to the My First Piano Sweepstakes. Once the finalists are selected, solicit votes for your orchestra through your website, Facebook, Twitter, emails, newsletters and more!

WINNER WILL RECEIVE:

- My First Piano for the campaign winner.
- 88 Note Casio Digital Piano PX-150 for the elementary school of the winner.
- Blog feature on RMH website and social media accounts.

Have questions? You are welcome to contact our campaign manager, Kiosha Gregg at (803) 216-1229 or by email kiosha@digitizemarketing.com