

# **LIFE INDUSTRIES CORPORATION**

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GRACE L. SCHMIDT,  
PRESIDENT

**FOR IMMEDIATE RELEASE**

## **BoatLIFE Launches Facebook Photo Caption Contest**

**North Charleston, South Carolina, May 11, 2022** – BoatLIFE, manufacturers of high-quality boat maintenance and restoration products, is pleased to announce the launch of a new Facebook photo caption contest! To enter, simply head over to our Facebook page (<http://www.facebook.com/liveboatlife>) and comment on the contest photo with your caption of 10 words or less. One lucky winner with the best photo caption will win a “Boat Maintenance in a Bucket” prize, featuring seven of BoatLIFE’s most popular boat cleaning and restoration products, retailing for over \$160.40.

The entry period is from Tuesday, May 3<sup>rd</sup>, 2022 to Tuesday, May 24<sup>th</sup>, 2022 at 11:55pm EST. The winner will be announced on Saturday, May 28<sup>th</sup> via Facebook Live.

### **Official Contest Rules**

In order to participate in BoatLIFE’s Facebook photo caption contest, contestants must consent to being 18 years of age or older. They must also live within the continental U.S. and be the sole owners of the Facebook account for which they submit. BoatLIFE’s photo caption submissions will start on Tuesday, May 3<sup>rd</sup>, 2022 and end on Tuesday, May 24<sup>th</sup>, 2022 at 11:55pm EST.

To submit an entry, contestants can make a comment on the contest photo using no more than 10 words to capture the photo. The winner will be based on the most “reactions” to the caption (likes, hearts, cares, etc.). Contestants are encouraged to share the post and to invite their family and friends to react to their caption. The grand prize is BoatLIFE’s “Boat Maintenance in a Bucket,” retailing for \$160.40. Boat Maintenance in a Bucket includes seven of BoatLIFE’s most popular boat cleaning and restoration products, including a quart of Boat Cleaner, Fiberglass Powder Clean & Stain Remover, PolyShine Premium Boat Polish 16 fl oz, Life

Wax 10 oz, VinyLIFE Vinyl Cleaner & Protectant 16 fl oz, Stainless Steel Cleaner 16 fl oz, Mildew Remover 16 fl oz, delivered in a 2-gallon bucket with a removable lid.

The winner of BoatLIFE's Facebook photo caption contest will be announced on **Saturday, May 28<sup>th</sup>, 2022** via the brand's Facebook page. The winner must send BoatLIFE via Facebook message a package mailing address (must be located within the continental U.S.). Also, the winner must provide an email address and phone number in order to receive the prize.

All contestants hold BoatLIFE harmless and consent to having their photo caption and their Facebook name repurposed for marketing efforts. This includes but is not limited to the announcement of winner and winning caption in newsletter, across the brand's social media channels, on the website, and any other means of communication.

Profanity, hate speech, bigotry, and sexual content are strictly prohibited. Any comments containing these will be reported to Facebook and removed immediately. Contestants who use plagiarized content will be disqualified.

BoatLIFE's Facebook photo contest is in no way affiliated with Facebook. Any contestant consents to release Facebook and hold harmless Facebook and BoatLIFE.

We wish all contestants the best of luck!

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### **About Life Industries Corporation**

Life Industries Corporation was founded by Mr. Edwin Kehrt on Long Island, New York in 1959. For over sixty years, the company formulates, compounds, labels, packages, and ships various chemical compounds. Parent company to BoatLIFE, RVbyLIFE, and AeroLIFE, the organization relocated to its present home in North Charleston, South Carolina in 1995. Grace L. Schmidt, Mr. Kehrt's daughter, has been president since 1987.

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