

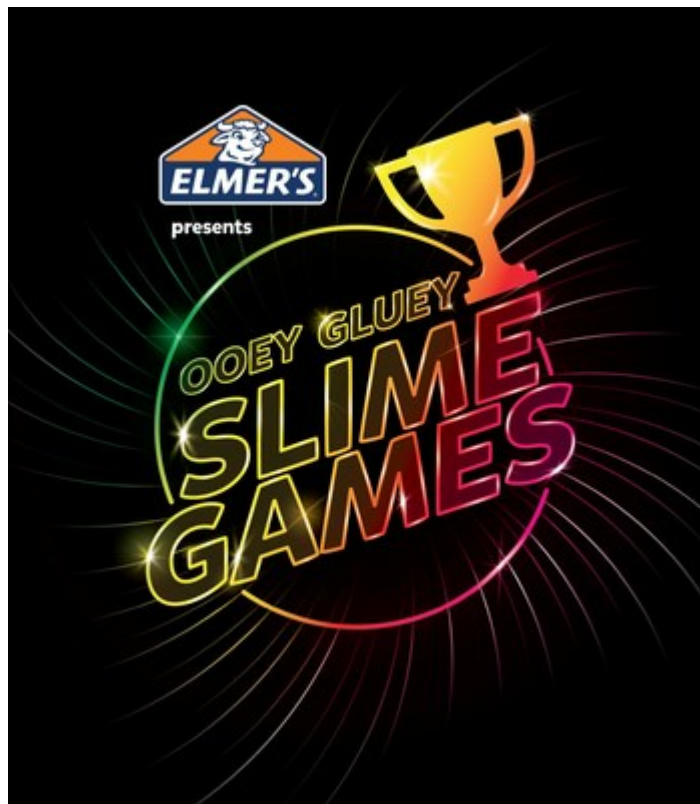


Fame at Your Fingertips with Elmer's First-Ever Ooey Gluey Slime Games

July 9, 2018

Slime makers compete to win big by sharing their cool, one-of-a-kind slime

ATLANTA, July 9, 2018 /PRNewswire/ -- Elmer's, the crafting brand recognized for its kid-friendly and creativity-fueling crafting solutions, kicked off its first-ever Ooey Gluey Slime Games today. This series of slime making competitions challenges young people to create a video to show off their one-of-a-kind slime from now until September 16, 2018.



"The slime trend took social media by storm and continues to grow as kids seek fun new ways to express their creativity with Elmer's," said Victor Misawa, senior vice president of Marketing, Writing, Newell Brands. "The Ooey Gluey Slime Games were designed to inspire people to show off their unique slime creations with our products. This is also an opportunity for kids to become famous for their slime making skills."

There are six different categories for slime makers to enter their totally out-there and original slime recipes, including the "Brightest," "Coolest Textured," "Most Unique Slime Art," "Biggest Slime Bubble," "Craziest Color Combo," and the "Grossest" slime. The top videos in each category will be in the running to be crowned the Ooey Gluey Slime Games Champion by a panel of judges, including well-known slime influencer [Nichole Jacklyne](#).

All entrants could have the chance to win awesome prizes, like a year's supply of Elmer's glue, materials for a slime party for their class, cash, and a new tablet. The Ooey Gluey Slime Games Champion also wins a video production kit and a video collaboration with [Nichole Jacklyne](#).

"I started making slime and coming up with different types of recipes as a way to express my creativity in a non-traditional way," said Jacklyne. "I'm so excited to partner with Elmer's as a judge for its first-ever Ooey Gluey Slime Games to encourage kids all over the country to participate and show off their innovative slime-making skills. I'm a huge fan of Elmer's Glue and have been using it for years to make my slime creations and I can't wait to see what the kids come up with."

Two additional influencers, [Joseph Anthonii](#) and [RainbowPlayMaker](#), will also demonstrate their own slime concoctions and encourage their followers to participate in the games.

For more information about the Elmer's Slime Games and to upload a video showing off your most creative slime recipes, visit [ElmersSlimeGames.com](#). The complete Official Rules can be found [here](#). Follow Elmer's on [Instagram](#) to stay up to date on the games. For information on purchasing Elmer's, go to [Elmers.com](#).

About Elmer's:

Elmer's has been providing creative adhesive solutions that support success and turn ideas into reality. By continuing to develop innovative new products, Elmer's has become a trusted brand when it comes to fueling creativity and providing outstanding product performance in the classroom, at home, in the workshop and at the craft table. Elmer's inspires people to create, build and learn for life. For more information, visit www.elmers.com.

About Newell Brands:

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

Contest Rules:

NO PURCHASE NECESSARY. A purchase will not increase your chance of winning. *Many will enter, few will win.* Void where prohibited. Contest consists of 6 separate Categories. Brightest Glow Slime Category and Coolest Textured Slime Category entry periods start 12:00 PM ET on 7/9/18 and ends 11:59:59 PM ET on 7/22/18. Most Unique Slime Art Category and Biggest Slime Bubble Category entry periods start at 12:00 AM ET on 8/6/18 and ends 11:59:59 PM ET on 8/19/18. Crazy Color Combination Slime Category and Grossest Slime Category entry periods start at 12:00 AM ET on 9/3/18 and ends 11:59:59 PM ET on 9/16/18. Voting and judging periods follow each Category entry period.

Open to legal residents of the 50 US/DC, at least 6 years old at time of entry. Entrants between 6 and 12 years old must have their parent/legal guardian enter on their behalf. See Official Rules for complete details, including Category voting and judging period dates, how to enter, prize details and restrictions, etc. Subject to [Official Rules](#). SPONSOR: Newell Office Brands, 6655 Peachtree Dunwoody Road, Atlanta, GA 30328.



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