

# Enter for a Chance to Win the ArkLaTex 60 Strong Contest!

Winners will participate in a professional photo shoot and will be featured on the 2022 calendar!

*This could be you!*

## You, or someone you know, could be a winner of the ArkLaTex 60 Strong contest!

Twelve ambassadors in their 60s who represent what it takes to be inspiring in mind, body or spirit, will be selected to appear on a special ArkLaTex 60 Strong calendar. A panel of celebrity judges will choose area residents who are inspirational. Perhaps they've achieved remarkable levels of fitness, or are passionately fighting chronic conditions. Or maybe they are pursuing a new hobby or devoting their life to helping others. Think about family members and friends in their 60s who inspire you - and nominate them!

**Here's how it works.** Winners will participate in a 5-7 hour professional photo shoot, and will receive \$75 per hour for their time and participation. They will be prominently featured on a ArkLaTex 60 Strong calendar and may receive local media coverage.

**Nominate someone today!** If your nominee is chosen, you will receive a \$50 gift card to an area establishment (unless you submit yourself).

**To enter and for more details, go to [ArkLaTex60Strong.com](http://ArkLaTex60Strong.com). Official rules and conditions are also on the website.**

**ENTRIES MUST BE SUBMITTED ELECTRONICALLY BY MIDNIGHT ON MONDAY, SEPTEMBER 10, 2021.**

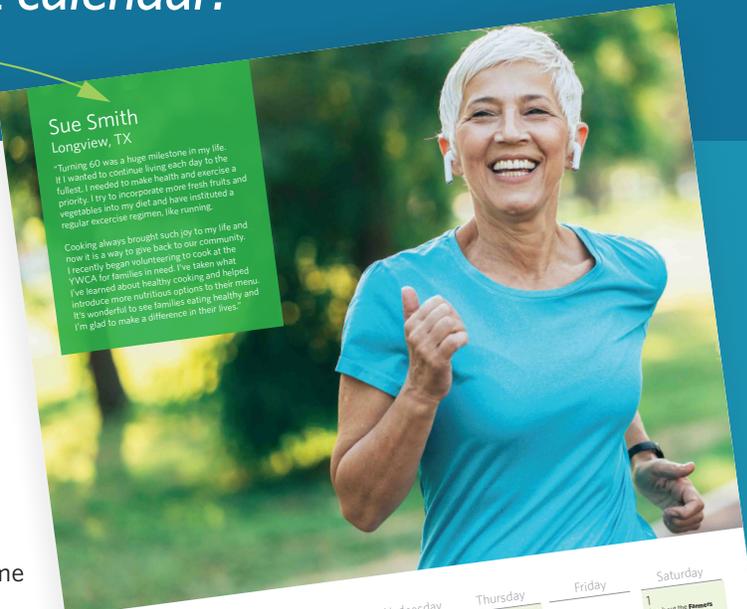
**If you have a question about the contest, email us at [ArkLaTex60Strong@LiveWellSCA.com](mailto:ArkLaTex60Strong@LiveWellSCA.com).**

**Winners will be notified by Saturday, September 18, 2021, and announced by Tuesday, September 21, 2021, on the website.**

Sue Smith  
Longview, TX

"Turning 60 was a huge milestone in my life. I wanted to continue living each day to the fullest. I needed to make health and exercise a priority. I try to incorporate more fresh fruits and vegetables into my diet and have instituted a regular exercise regimen, like running.

Cooking always brought such joy to my life and now it is a way to give back to our community. I recently began volunteering to cook at the YWCA for Seniors. In need, I've taken what I've learned about healthy cooking and helped introduce more nutritious options to their menu. It's wonderful to see families eating healthy and I'm glad to make a difference in their lives.



Collom & Carney Clinic and Diagnostic Clinic of Longview are proud to announce the introduction of LiveWell Senior Care Advantage, a program based on LiveWell's vision to provide seamless and greater coordination of care for their senior patients. In honor of helping patients maintain their best level of health and enjoyment of life, LiveWell Senior Care Advantage is sponsoring the ArkLaTex 60 Strong contest. In addition to celebrating inspiring East Texas residents, the ArkLaTex 60 Strong calendar will feature health tips, events around the region, as well as public service programs designed to help people turning 65 navigate the complexities of Medicare eligibility. If you are turning 65, you have from three months prior to your 65th birthday, including your birth month, to three months after your birth month to select your initial Medicare coverage. If you need assistance, you can email a LiveWell Senior Care Advantage Medicare Advisor at [MedicareInfo@LiveWellSCA.com](mailto:MedicareInfo@LiveWellSCA.com)



Calendar proceeds will benefit:

Senior Citizens Services of Texarkana Inc.

David E. Boone, Sr. Ministries, Inc.

Meals on Wheels Ministry, Inc.

# Official Rules for the ArkLaTex 60 Strong Contest

Submission of an entry in the contest constitutes acceptance and agreement to the following rules:

**1. No Purchase Necessary.**

**2. Sponsor:** The contest is sponsored by LiveWell Senior Care Advantage, Collom & Carney Clinic and Diagnostic Clinic of Longview. No other party has any obligations as the Sponsor or agent thereof.

**3. How to Enter:**

**Online:** Go to [ArkLaTex60Strong.com](http://ArkLaTex60Strong.com), follow the prompts, fill out the application and type in a 200-400 word essay about the contestant, and upload a head shot and full-length photo.

**4. Judging Criteria:** Judging will be based on the 200-400 word essay. The essay should include what contestants are doing to stay healthy and fit; how they are involved in their community; contributions they make to charitable organizations; and most importantly, why they are inspirational to others.

**5. General Rules:** Anyone who is 18 and over and living in the continental U.S. is eligible to nominate a candidate for the ArkLaTex 60 Strong Contest. Applicants can nominate more than one person and can nominate themselves. **Candidates must be between age 60 and 69 by September 1, 2021; a resident of Bowie, Camp, Cass, Gregg, Harrison, Marion, Morris, Panola, Red River, Rusk, Smith, Titus, Upshur, and Wood Counties in Texas or Columbia, Hempstead, Lafayette, Little River, Miller and Sevier Counties in Arkansas; as defined by Sponsor and within its sole discretion and must sign a privacy information release when received from the Sponsor.**

Winners will be required to show proof of age and residency: birth certificate, passport or driver's license. When notified, winners must sign an agreement to use their name and or likeness for social media, publicity, advertising, and commercial purposes. Contestants must abide by and be bound by these official rules. **Each Ambassador must be available for a professional photo shoot October 6-9, 2021, which is expected to last 5-7 hours.** In exchange for their time and participation, Ambassadors will receive \$75 per hour. They will be prominently featured on the ArkLaTex 60 Strong calendar and may receive local media coverage.

**6. Prizes:** Anyone who nominates a winning contestant, other than themselves, will receive a \$50 gift card to an area establishment.

**7. Winners:** Winners will be notified by email or cell phone by Saturday, September 18, 2021 and announced on the [ArkLaTex60Strong.com](http://ArkLaTex60Strong.com) website by Tuesday, September 21, 2021.

*Collom & Carney Clinic and Diagnostic Clinic of Longview physicians, executives and their family members can nominate a candidate for the contest, however they will not receive a prize for the nomination. These persons are also excluded from participating as an ArkLaTex 60 Strong Ambassador.*

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## Official ArkLaTex 60 Strong Contest Entry Form: [ArkLaTex60Strong.com](http://ArkLaTex60Strong.com)

If you would like to enter yourself or your friend/relative in the ArkLaTex 60 Strong contest, please submit an application (similar to the one below) online at [ArkLaTex60Strong.com](http://ArkLaTex60Strong.com). Please submit the application along with a head shot photo, full-length photo and 200-400 word essay about why this contestant should be chosen as an ArkLaTex 60 Strong Ambassador. Essays should include what contestants are doing to stay healthy and fit; how they are involved in their community; contributions they make to charitable organizations; and why they are inspirational to others.

### ArkLaTex 60 Strong Application Example

Name of 60 Strong Contestant: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Your Name (person nominating contestant) \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

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