

PUMA PRESENTS THE PIRATE PLAYGROUND!

This year at CMJ we want you to help make CMJ your PLAYGROUND! Everything you do at CMJ will be worth points! Prizes will be rewarded daily for the most points that day as well as at the end of the week! (don't worry if you do not get in until Friday, you can still win!) Also every day each Pirate! will give away a number of instant prizes! Even if you will NOT make it to CMJ you can still WIN!

How do you play!?

- Follow Pirate! on twitter <http://twitter.com/piratepirate>
- Any time you go to any show, go to any panel, go to any party, tell us and tag it with #pirateplayground

How do you win?

- Each day the person that earns the most points will win the grand prize for the day. At the end of the week the person with the highest point per day average will win a grand prize. The person with the most points overall will get a grand prize and a wildcard grand prize will be given as well.

How do you get points?

- Use the hashtag (#) #pirateplayground on twitter. Saying where you are is 5 total points, adding a photo is 10 total points, wearing a pirate button in photo is 20 total points, getting a rival promoter to wear a pirate button in the photo is 30 total points. Posting a video of a Pirate! band is worth 50 points. Any and all postings should be posted on Twitter using the above hashtag (including links to photos/videos if applicable)

Instant prizes will be given daily by finding a Pirate! when they tell you where they are via Twitter so make sure you are following where we are through the week!

We have over 50 prizes to give out all week! Prize list coming next week including but not limited to prizes from the following companies: **Puma, Harmonix, Tegan and Sara, Nick Cave, ANTI, Epitaph, FAT, Arts & Crafts, ESPN, SPIN, BYO, and more!**

For those of you participating from home, any time you go see a show in your city, go to a record store, go to a movie (or any entertainment) you Check-In just like above. Points will be tallied from the 20th to the 24th. And the Grand prize will be a pack of 2 CMJ badges to next years CMJ. Everyone that participates will also be entered to win a pair of shoes from PUMA!

For more info visit piratepirate.com or pirateplayground.tumblr.com