

# ★ ELMER'S SLIME GAMES 2019: Competition Top Tips

The ultimate guide to everything your  
child needs to take part in the ★  
biggest slime challenge of the year!



# Is your child the next slime-making King or Queen?

Is your child ready to take part in the biggest slime competition of the year? Launching on 24th July 2019, Elmer's Slime Games 2019 aims to find the UK's best young slime makers with an awesome social media video competition...

... and YOUR CHILD could be crowned champion!

Enter them into our competition and they could be in with the chance of winning our Grand Prize of £1000 cash... PLUS a whole load of Elmer's glue and goodies for even more slime-making awesomeness!

We have 4 cool categories your child can enter.

## COMPETITION CATEGORIES:



Best textured slime



Biggest slime bubble



Best colour combo



Grossest slime

## HOW TO ENTER:

### STEP 1

Download your child's Competition [Slime Guide](#) for loads of top tips to help them win a stash of cool prizes.

### STEP 2

It's Slime Time – help your child video their slime creation(s).

### STEP 3

Like our [Facebook](#) or [Instagram](#) page.

### STEP 4

Upload your child's slime video(s) to your Facebook and/or Instagram pages, tagging @elmers.uk and mentioning the category they are entering.

### STEP 5

Ask friends and family to like, comment on and share your child's video. The videos with the highest number of likes will win prizes (four from each category) with one video being awarded Elmer's Ultimate Slime Champion.

## COMPETITION DATES:

- 🌟 Competition launches 24/07/2019
- 🌟 Competition closes 25/08/2019
- 🌟 Winners announced week commencing 26/08/2019

## WINNERS

At the end of the competition period, **the top 4 contestants from each category** with the biggest number of likes on their videos will be the finalists (total 16); 15 of those contestants will be the "Category Winners" and will win fantastic prizes, and only **ONE will be crowned Elmer's Ultimate Slime Champion** and win the **Ultimate Prize!!**

- 🌟 **The Ultimate Slime Champion (x1):** Video Creator Kit + £1000 Cash Prize + 1 Year Supply of Slime
- 🌟 **Category Winners (x15):** 6 Months Supply of Slime + £250 Cash Prize

Check out our full competition T&Cs on our [Facebook](#) and [Instagram Pages](#)  
[@Elmers.UK](#)

Got more questions?  
See page 7 for FAQs.



## Your slime shopping list... sorted!

Here's everything you need to create your winning slime:

- ☆ Elmer's White School Glue
- ☆ Elmer's Clear School Glue
- ☆ Elmer's Glitter Glue
- ☆ Elmer's Magical Liquid
- ☆ Food colouring to colour your child's basic basic Elmer's White or Clear School Glue
- ☆ Glitter, sand, sequins, toys, embellishments etc – the more weird, wacky and wonderful the better. Let your child's imagination go wild!

### WHERE TO BUY:

WHSmith

hobbycraft

Ryman  
*stationery*

b&m

amazon

wilko

eason

ALDI

Morrisons  
Since 1899

## How to make slime in 3 easy steps

- 1 Squeeze out all of your chosen Elmer's Glue (Elmer's White School Glue 118ml, Elmer's Clear School Glue 147ml or Elmer's Glitter Glue 177ml) then add your extras be it colour, glitter, sand, sequins... etc.
- 2 Add 2 Tbs of Elmer's Magical Liquid, mix well, then add 2 more Tbs and mix. Add more of Elmer's Magical Liquid as needed to get the consistency you prefer.\*
- 3 Next get your hands dirty! Knead together the slime to get it to the right gooeyness.

\*Please respect precautions of use.

Adult supervision is required. This activity is not appropriate for children under the age of 3 years.

Always wash your hands before and after making and playing with slime.



## Slime not slimey? Here's our top troubleshooters

- ☆ When using Elmer's Magical Liquid, make sure that it's fully blended with the glue. You might need to pull, stretch and knead your slime with both hands for a bit longer.
- ☆ If your slime is too sticky, add a little more of Elmer's Magical Liquid and then give your slime a really good knead.

# 10 top tips for sensational slime videos

So your child is awesome at making slime but we need to see it all on your video. Here's our 10 top production tips for helping your child to shoot the best slime videos ever!

- 1 Choose a video-making device:** Decide on whether your child will use a mobile phone, tablet or other video-making device to film their slime creation.
- 2 Decide on a set:** Whereabouts will your child film their slime? Indoors or outdoors? Tell them to make sure they have plenty of space and clear it of any unwanted clutter and other distractions (a good excuse for a tidy!).
- 3 Get the best lighting:** Make sure your child's film set has plenty of light. Choose a sunny, bright room if you're indoors. If necessary use lamps or torches to add extra light.
- 4 Check sound quality:** Be sure to position your video-making device close enough so that it captures any audio your child wants to include. At the same time, choose a quiet location so you don't get any unwanted background noise!
- 5 Create the best angle:** Think about the position of the video-making device while it's recording. Will it be mounted on a tripod or phone stand, propped up with something else or will someone be holding it? Encourage your child to decide on the best angles.
- 6 Organise any props:** Before they start filming, remind your child to make sure they have everything they need for their video – all the ingredients for their slime, mixing equipment, etc. Tell them to have it all ready!
- 7 Write a script:** Encourage your child to plan what they are going to say in their video. Are they going to talk through a step-by-step process? Or will they choose a more chatty approach?
- 8 Record the video:** Once they have everything planned and in place, it's time to record your child's video. Don't worry if things don't go right the first time. Like all great film productions it might take a few takes until they're happy with the end result.
- 9 Edit the video:** Once you've finished filming, get your child to check they're happy with everything (lighting, sound, angle etc). They can keep the video super simple, or you can help them to add things like a title, background music etc. Once they're 100% happy with it – it's time for you to upload the video to your Facebook or Instagram Page.
- 10 Have fun!:** We want your videos to be super fun and creative, and stand out from the crowd! Good luck!





## The weird & wonderful world of slime

Here at Elmer's we love all things slime. Check out these 10 mind-blowing facts about the world of slime!

- 1 ★ Guinness World Record for Biggest Slime was created by Fachverband Der Chemischen Industrie Österreich in Austria in June 2018. It weighed 10,350 kilograms! <sup>[1]</sup>
- 2 ★ Clownfish live among the tentacles of tropical anemones without getting stung. This is because they have a thick coat of special slime so anemones don't recognise them as being fish at all.
- 3 ★ Blennophobia is a fear of slime.
- 4 ★ Squishing, stretching, rolling and kneading slime is an awesome stress-buster.
- 5 ★ The first ever slime was manufactured by toy company Mattel in 1976.
- 6 ★ 10 year-old Ciela Villa owns the Guinness World Record for the longest distance to stretch home-made slime in 30 seconds when she stretched her slime over two metres. <sup>[2]</sup>
- 7 ★ Hagfish, when attacked by a predator, release a chemical that turns the surrounding water into slime which then chokes the predator.
- 8 ★ Slime is a non-Newtonian fluid which means it does not behave as predicted by Newton's laws. This is because it's a fluid that's neither a liquid or a solid. Other materials that also behave like this include silly putty, PlayDoh, ketchup, gelatin, glue and quicksand.
- 9 ★ Slug slime, which is both incredibly stretchy and tough, has inspired bio-engineers to trial an artificial version of the gooey substance for medical purposes when skin or organs need gluing back together.
- 10 ★ Everyone loves slime videos! In 2018, slime content generated 25.4 billion views on YouTube (an increase of 78% from 2016). <sup>[3]</sup>

---

1. <https://www.guinnessworldrecords.com/world-records/486768-largest-slime>

2. <https://www.guinnessworldrecords.com/world-records/476463-longest-distance-to-stretch-home-made-slime-in-3-minutes-team-of-two>

3. <https://tubularinsights.com/slime-videos-on-youtube/>

# FAQs

## Is Elmer's safe to use and child friendly\*?

Elmer's Glue is a trusted, child-friendly brand that inspires children to unleash their creativity through their own slime creations. Elmer's has developed new slime recipes which are safe to make at home. Elmer's slime recipes are an easy and child-friendly\* 3-step process using Elmer's Magical Liquid\*\*, which is an all-in-one formulation that contains all the necessary ingredients to transform your Elmer's glue into slime without the use of uncontrolled ingredients such as baking soda or contact lens solution.

## How should slime be used to maintain its safety?

Slime should only be made under adult supervision and not by children under the age of 3. Slime should never be ingested, it should be discarded if it starts to change colour or odour, and you should always thoroughly wash your hands before and after playing with slime.

## How do I know when I can take it out of the bowl and start to knead?

One tip is to touch the slime with your finger and see if it leaves a residue on your finger. If it doesn't, you're ready to take it out and knead! Also, if you feel like the mixing is getting very difficult, take it out and knead.

## How do I keep my slime fresh and ready to play with next time?

Storing slime in a container or re-sealable plastic bag will help prolong keep slime fresh and should be discarded if it starts to change colour or odour. If your slime is a just a bit old or hard, try adding water and kneading it with your hands. If this doesn't work, you will have to make new slime.

## How can I wash off slime residue left on various surfaces?

On solid surfaces, such as table tops and plastic toys, use a wet rag to clean any slime residue. Slime should never be put on any furniture or walls. One wash in the washing machine will get slime made with Elmer's recipes off clothes. If food dye has been used, refer to the food dye manufacturer for removal instructions from clothing.

## Which glues can I make slime with?

Elmer's school glues are great for making slime – Elmer's White School Glue, Elmer's Clear School Glue and Elmer's Glitter Glue.

## What is Elmer's Magical Liquid\*\*?

Magical Liquid is Elmer's child-friendly\* all-in-one formulation that replaces the need to use baking soda and contact solution when making slime with Elmer's glue. Simply add this formula into your glue slowly, mix thoroughly and watch your glue transform into slime!

\*Adult supervision is required. This activity is not appropriate for children under the age of 3 years. Always wash your hands before and after making and playing with slime.

\*\*Magical Liquid by Elmer's Glue contains pre-mixed ingredients that are child-friendly and prevent the need to use potentially harmful household products when making slime at home. Users need to ensure that they wash their hands post-use.



# TERMS AND CONDITIONS FOR CONTEST

1. Elmer's Slime contests are open only to physical end users, buyers and consumers, residents of Great Britain aged 18 and over as at the time of the contest. Failure to comply with any part of this clause will disqualify the respective entry from the contest.
2. There is no entry fee and no purchase necessary to enter this contest.
3. Entries will be accepted from 24th July 2019, 12:00 am; all entries must be received by 25th August 2019, 11:59 pm. After this date, no further entries to the contest will be permitted.
4. Internet access and a Facebook or Instagram account is required. Each entrant shall enter the contest via Facebook or Instagram only.
5. To enter the competition, you are required to be an adult, 18 years of age or older. You must submit a video of you and/or your child making Slime with Elmer's products that fits under one of the 4 participation categories (the products used and your child must be visible in the video). There are 4 categories to entry; Biggest Slime Bubble, Craziest Colour Combo, Best Textured Slime, Grossest Slime.
6. The mechanics to enter are the following:
  - a. Step 1. Like our Facebook or Instagram page.
  - b. Step 2. Upload your child's slime video to your own social media page, either Facebook or Instagram (please make sure the post is public so that we can have visibility to it and to the number of likes).
  - c. Step 3. Tag @Elmers.UK in your post and write the category you would like to be considered for in the post.
  - d. Step 4. Ask friends and family to like, comment and share your child's slime video. In the week commencing 26th August 2019 we will announce the 16 finalist videos (four finalists from each category) based on the number of likes they have on their videos and our panel of judges will then choose Elmer's Ultimate Slime Champ (the one ultimate winner who will win the ultimate prize). The 15 other finalists will each win the category prize.
7. Should your post feature any child or children under the age of 18, you confirm that you are the parent or legal guardian of the child featured in your post by uploading your post onto Facebook or Instagram.
8. Obscene or inappropriate entries will not be accepted and the promoter reserves the right to reject any entries for any reason at its sole discretion.
9. Only one entry per person per contest will be accepted. The promoter reserves the right at its sole discretion to disqualify any individual found to be attempting to circumvent this clause by tampering with the operation of the contest (including not limited to) setting up multiple accounts, using multiple identities or to be acting in any manner deemed by the promoter to be in violation of these terms and conditions; or to be acting in any manner deemed by the promoter to be disruptive.
10. The one ultimate winning prize is:
  - a. £ 1,000 (to be received in the form of a cheque addressed to the winner by UPS)
  - b. Video Creator Kit – Total RRP £ 996.53 (to be delivered by UPS)
    - i. Canon EOS 77D Camera – RRP £ 769
    - ii. RODE Mic – RRP £ 47.48
    - iii. Neewer Light Ring kit (Light Ring, Stand & Phone Holder) – RRP £ 119.94
    - iv. Apexel Updated Version HD Phone Lens Kit – RRP £ 45.99
    - v. SanDisk Extreme PRO 32 GB SDHC Memory Card – RRP £ 14.12
  - c. 1 Year supply of Elmer's Slime making products - Total RRP £ 558.96
    - i. Elmer's Clear Glue 147 mL x12 – RRP £ 4.99 per bottle
    - ii. Elmer's Glitter Glue 177 mL x40 (assortment of colours) – RRP £ 5.99 per bottle
    - iii. Elmer's Magical Liquid 259 mL x52 – RRP £ 4.99 per bottle

See next page

11. The rest of the 15 finalists will receive:
  - a. £ 250 (to be received in the form of a cheque addressed to the winner by UPS)
  - b. 6 Months supply of Elmer's Slime making products – Total RRP £ 279.48
    - i. Elmer's Clear Glue 147 mL x6 – RRP £ 4.99 per bottle
    - ii. Elmer's Glitter Glue 177 mL x20 (assortment of colours) – RRP £ 5.99 per bottle
    - iii. Elmer's Magical Liquid 259 mL x26 – RRP £ 4.99 per bottle
12. Each one of sixteen finalists will be determined by the number of like they have on their respective videos; the top four videos by number of likes in each category of participation. Out of the sixteen finalists, one will be chosen as the ultimate winner through a panel of judges and the other fifteen will be considered the category winners. All winners will be contacted through Facebook Messenger or a message on Instagram. If the winner cannot be contacted or does not claim the prize within 7 days of notification, we reserve the right to withdraw the prize from the winner and pick a replacement winner.
13. The winners' prizes will be delivered by UPS to an address of their choosing after the competition is finished. We will aim to deliver the prizes within the 2 weeks from 26th August 2019.
14. The promoter will not be liable for any failure to properly post or upload entries. The promoter takes no responsibility for any entries which are lost, delayed, illegible, corrupted, damaged, incomplete or otherwise invalid.
15. To the extent permitted by applicable law, the promoter's liability under or in connection with the contest or these terms and conditions shall be limited to the value of the prize in question.
16. To the extent permitted by applicable law, the promoter shall not be liable under or in connection with these terms and conditions, the contest or any prize for any indirect, special or consequential cost, expense, loss or damage suffered by a participant even if such cost, expense, loss or damage was reasonably foreseeable or might reasonably have been contemplated by the participant and the promoter and whether arising from breach of contract, tort, negligence, breach of statutory duty or otherwise.
17. Prizes are non-negotiable, non-transferable and non-refundable. No cash alternative is available unless explicitly agreed in writing by promoter. Where a prize becomes unavailable for any reason, the promoter reserves the right to substitute that prize for a prize of equal or higher value.
18. In the event of unforeseen circumstances beyond the promoter's reasonable control, the promoter reserves the right to cancel, terminate, modify or suspend the contest or these terms and conditions, either in whole or in part, with or without notice.
19. These terms and conditions are governed by English law and subject to the non-exclusive jurisdiction of the English courts.
20. The promoter, and any of its affiliates acting as a controller under relevant data protection rules and regulations, will retain your personal data solely for the further course and completion of this contest, for participation management and contact with winners. This includes full name, postal address, e-mail address and telephone number. Your personal data will be treated in confidence and will not be disclosed to any third party that are not affiliated to Newell Brands unless required for the proper conduct of this contest. You have a right to access, modify or remove your personal data by completing the following form. For any complaints, questions and/or the exercise of its rights, participants can contact (i) their local customer service team; or (ii) our Data Privacy Committee here. The participants also have the right to contact the data protection authority that is competent for their place of residence or the lead supervisory authority for Newell Brands, namely the Information Commissioner's Office of Wycliff House, Water Lane, Wilmslow, Cheshire SK9 6AF, United Kingdom, [www.ico.co.uk](http://www.ico.co.uk). Your personal data will be destroyed after the end of this Promotion. By participating in the contest, you acknowledge that you have read these terms and conditions. For further information, please read our general [Privacy Statement](#). You can find a list and contact details of Newell Brands Controller entities on the following page [Newell Brands Data Controllers](#).
21. Promoter: Newell Rubbermaid UK Limited, Halifax Avenue, Fradley Park, Lichfield, Staffordshire, WS13 8SS, United Kingdom.