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STANDARD APPEARANCE RELEASE

Hotwire PRC is a Public Relations consultancy that has recently begun working on an anti-tobacco campaign for teenagers, Most Teens.

The campaign focuses on teenagers aged between 13 and 15, and works to correct the misconception among this age group that smoking cigarettes is the social norm among their peers. The awareness campaign highlights the statistical fact that, as per research conducted through the University of Botswana, 9 out of 10 teenagers do not smoke. Thus, the perception that many teens have that many of their age mates smoke is a flawed one. We aim to bring greater light to the truth, based on the data.

The idea is that communicating this statistic with the relevant ages will promote the perception that smoking is not a normal activity in this age group. We want to celebrate Botswana's teenagers for being proud of their positive social choices, and invite you have your child proudly be a part of this celebration.

As part of the final phase of the campaign, we are keen to feature young Batswana teenagers who can proudly say they, too, support the movement, and are a part of the 9 out of 10 teenagers who do not smoke. The teens that will be featured in this campaign will have their photographs used as part of the official campaign artwork across various media platforms.

If you consent to have your child's image used for as part of the campaign, kindly complete the attached standard consent form. Please note that as part of this public awareness campaign, no remuneration will be provided for the use of your child's image.

Name of person appearing _____

Production date _____

Production location _____

I _____ authorise Hotwire (Pty) Ltd to use, in whole or part, the names, likeness, image voice, biography, interview and performance, in all manner and media, as Hotwire shall determine in its sole discretion.

Hotwire and its successors and assigns shall own all right, title and interest, including the copyright(s), in and to the Project, to be used and disposed of throughout the world in perpetuity without limitation as Hotwire shall determine in its sole discretion.

In signing this, I confirm that I will not disclose any information about the campaign or my role in it until said time that Hotwire (Pty) Ltd confirms. If I have any issues whatsoever in relation to the use of these images I shall contact Hotwire (Pty) Ltd. At no point shall I approach the end user of the images without first contacting Hotwire (Pty) Ltd.

In signing this agreement of consent, I AGREE to the terms above.

Full name of child _____

Full name of parent/guardian _____

Omang number of parent/guardian _____
(please provide copy)

Physical address _____

Postal address _____

Date and place _____

Signature _____

Witness name _____

Witness signature _____

Hotwire (Pty) Ltd representative _____