



Promoter

The competition is organised and administered by **British Wool** in collaboration with **Save the Children** and **Aardman Animations**. British Wool is solely responsible for the running of the competition, including the receipt of entries, winner selection, and fulfilment of prizes. Save the Children's role is limited to supporting the promotion of the competition.

Eligibility

- The competition is open to children of *primary school age* attending a primary school in *mainland UK*.
- Only one entry per child is permitted. All entrants must have the consent of their parent or legal guardian to enter the competition.

How to Enter

- To enter, download the official design template from <https://shop.britishwool.org.uk/sts-jumper/>.
- Entries can be submitted via post or email to marketing@britishwool.org.uk.
- All entries must clearly state the entrant's full name, age, and the name of their school.
- The design must be Christmas-themed and designed on the official template provided.
- By submitting an entry, the parent or legal guardian confirms that they have read and agreed to these terms and conditions on behalf of the entrant.

Entry Deadline

- All entries must be received by **11:59pm on 30th September 2025**.
- Late entries will not be accepted.

Judging and Winner Announcement

- The winning design will be selected by a panel of judges based on creativity, originality, and suitability for production.
- The winner will be announced **in mid-October 2025** via British Wool's official channels.

Prize and Usage

- The winning design will be turned into a Christmas jumper and made available for sale to the general public.
- All profits from sales will be donated to **Save the Children**.
- The winning entrant will receive one jumper featuring their design as part of the prize.
- The winner's parent or legal guardian must provide consent for the child's participation in any promotional or public relations activity related to the competition.

Copyright and Permissions

- By entering the competition, entrants (and their guardians) grant British Wool & Save the Children a royalty-free, irrevocable licence to use, reproduce, and display the submitted



design for marketing, promotional, and fundraising purposes in connection with this competition.

- No personal data will be shared publicly without consent. All personal data provided in connection with this competition will be processed in accordance with British Wool's Privacy Notice (<https://shop.britishwool.org.uk/privacy-policy/>).

General

- British Wool reserves the right to amend these terms and conditions or cancel the competition at any time.
- British Wool, as the promoter, will make the final decision in all matters relating to the competition and no correspondence will be entered into.
- Entry into the competition is deemed as acceptance of these terms and conditions.
- These terms and conditions are governed by the laws of England and Wales and any disputes arising in connection with them shall be subject to the exclusive jurisdiction of the courts of England and Wales.