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## FOR IMMEDIATE RELEASE

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### FOX LAUNCHES IN A PERFECT WORLD CONTEST

Alongside the new website, FOX has launched its "In A Perfect World" contest to coincide with their latest ad campaign.

"Our ad campaign uses heightened reality scenes such as a singletrack in your stairway or Moab as a city street," stated Elayna Caldwell, FOX Racing Shox Marketing Manager. "We want to see your favorite trail or track or your vehicle in a beautiful setting. People love to take photos and videos, and now we can reward them."

Contestants are invited to upload photos and videos of their idea of a perfect world. The best photo in each category wins a selection of softgoods, and the best video in each category will win a set of shocks for their ATV, UTV, Side x Side, Snowmobile, or Mountain Bike. FOX will accept submissions from U.S. residents and make the initial selection process. Final voting will take place online, where the FOX community can view selected submissions, and participate in the outcome.

To learn more, or submit your perfect world scenario, go to: [www.foxinaperfectworld.com](http://www.foxinaperfectworld.com)

