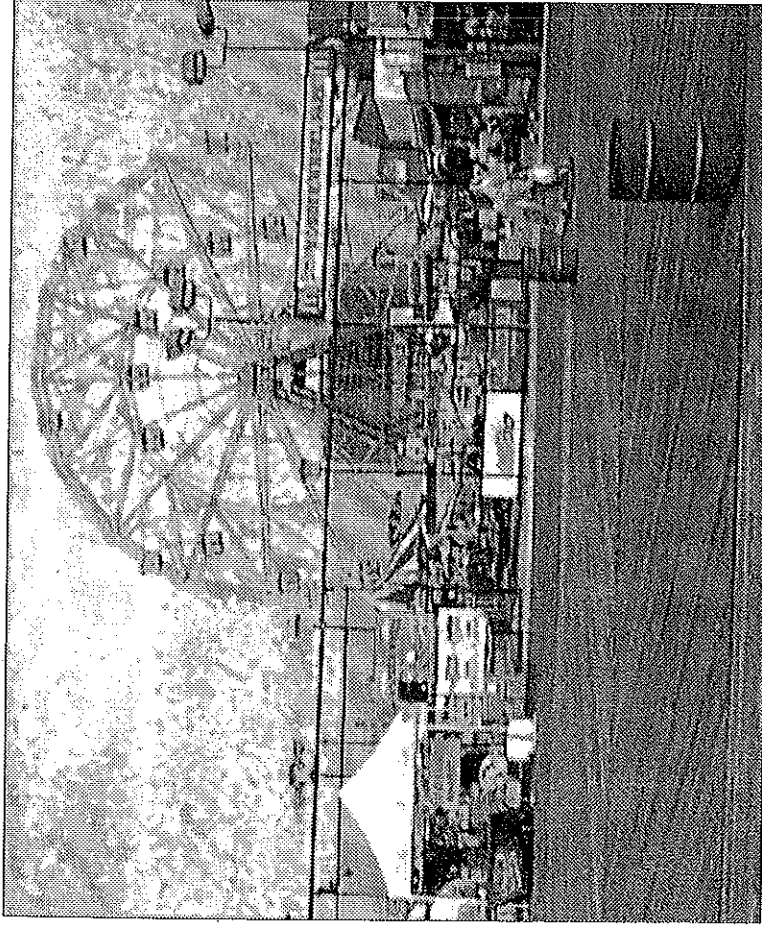


Brooklyn Kids Get Down and Dirty at Coney Island Contest



Deno's Wonder Wheel, one of Coney Island's most famous attractions, looms in the background of Tide's "Dirtiest Kid in America" contest. With the water, sand, and amusement rides, Coney Island beach was an appealing place to hold the contest.

Tide Sponsors "Who's the Dirtiest Kid in America?"

By Josh Simons,
Brooklyn Daily Eagle

CONY ISLAND — Deno's Wonder Wheel Amusement Park was the setting as eight local kids, ages 2-12, gathered along Coney Island Beach near the historic ferris wheel to get down and dirty last Friday. They were participating in a promotion by Tide called "Who's the Dirtiest Kid in America Contest."

The four-station set-up began with kids crawling up on plastic mats covered with chocolate syrup as they tried to climb over a huge sand mountain. As they crawled, they encountered many obstacles as water and marshmallows were poured on them.

In "Twister," the kids had to keep their balance to prevent themselves from falling. The problem was that they had sprinkles and chocolate syrup beneath their feet, making it more difficult than to remain standing.

They continued to reach their goal as three kids jumped into a pool of marshmal-

lows, water, and gummy bears. As they reached for the gummy bears, their already dirty clothing became wet and smelly.

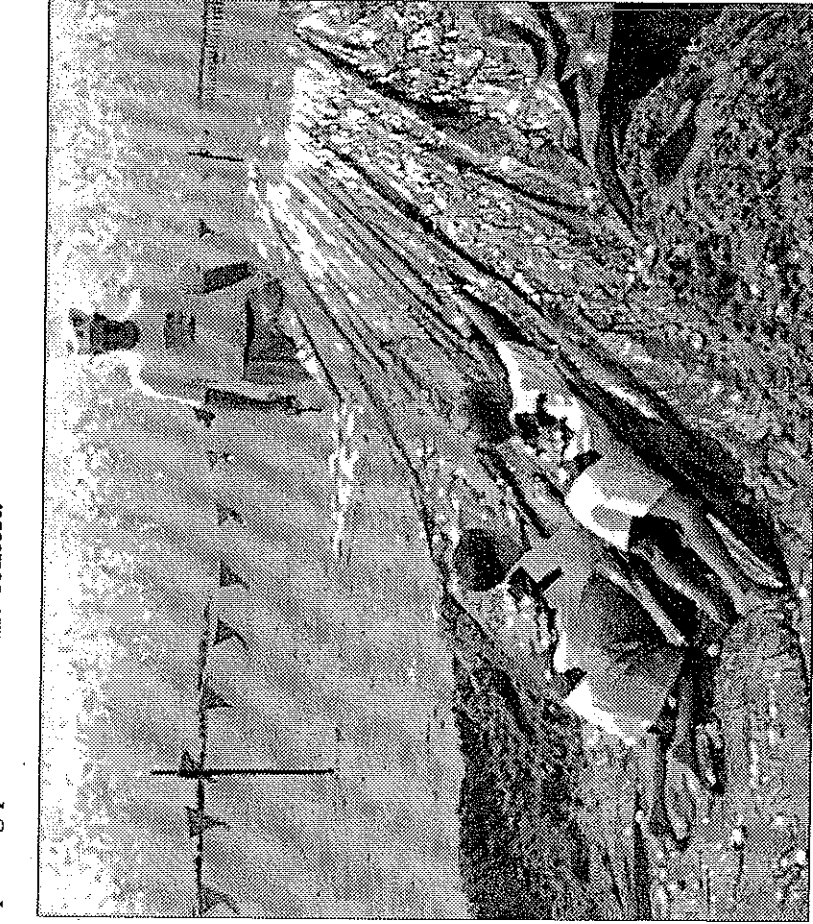
The contest finished with kids rolling around in the sand making sand angels. By the time they finished making those, you could barely see the original color of the kids' T-shirts.

That wasn't a problem for any of the kids as they gave the contest rave reviews. Even though it will make mom upset, one kid commented, "It was awesome." Another participant noted that the surrounding beach could offer a place for the kids to clean up, adding more fun to the day.

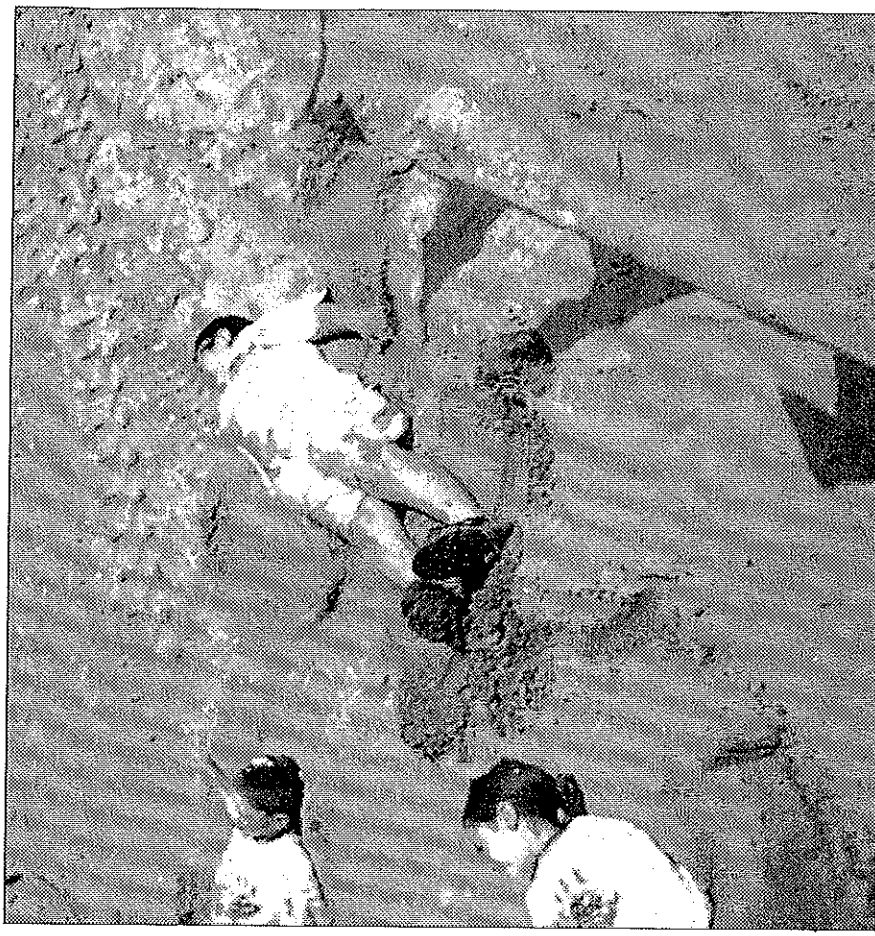
Parents, too, felt the contest was great. "This gave kids a ton of fun stuff to do all summer," said the marketing director for Deno's Wonder Wheel and the parent of a contestant.

Tide's promotion is part of national ad campaign where twelve contestants competing in these contests, will be selected to go to Grand Central and participate in the final competition in November.

Photos by Josh Simons



Two kids try to climb over a mountain of sand. With chocolate syrup, marshmallows, and water making it difficult to climb, these two kids were able to get very dirty.



(Above) A participant of the "Dirtiest Kid in America" contest makes a sand angel, one of the four activities in the contest.



(Left bottom) Six contestants from the contest search for gummy worms in marshmallow-filled water. Being in the water helped the kids become wet, which made them dirtier than they were before.

(Below) You be the judge. The eight kids involved in the "Dirtiest Kid in America" contest pose after they finished getting dirty in the four-station course. Even though mom may not like it, it was still "super awesome," according to one participant.

