



**FOR IMMEDIATE RELEASE**

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**Schlage's "Key To Strong Challenge" Tests Strength of Seattle**

*A Guy Locked in a House Facilitates Interactive, Weeklong Challenge:  
Win \$5,000 By Answering the Clues and Finding the Key*

**Seattle, Wash. (June 22, 2012)** — Schlage, America's most trusted brand for security<sup>1</sup> and brand of Ingersoll Rand, presents The Schlage "Key To Strong Challenge" taking place in Seattle June 23<sup>rd</sup> – June 27<sup>th</sup>. A tiny house, 174 sq. ft. to be exact, will be located at the Westlake Center Plaza, and local Seattle resident Joshua Paul Downs will be locked inside starting the evening of June 22<sup>nd</sup>. The object is to be the first person to find the hidden "Schlage Key" and unlock Joshua from the house, winning the \$5,000 Grand Prize that he has with him in the tiny house. The first person to fully complete the five-day Challenge ending on the final day, June 27<sup>th</sup>, will win the Grand Prize. Five first place prizes and five second place prizes will also be awarded in succession to contestants who complete The Challenge.

People in the Seattle area are invited to participate in this five-day event taking them to a variety of "strong" locations in the Seattle metro area to find the clues that will help them complete The Challenge. Participants can enter The Challenge by visiting [www.KeyToStrong.com](http://www.KeyToStrong.com). The first clue will be released on Saturday, June 23<sup>rd</sup> at (10:00 a.m. PST) at the Schlage House located at the Westlake Center Plaza.

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## News Release

All other clues will be released each morning on [www.KeyToStrong.com](http://www.KeyToStrong.com) and shared on social media sites. Participants may start The Challenge at any time during the week as long as they can fully complete The Challenge before the final clue is released on Wednesday, June 27<sup>th</sup>.

The tiny house resident, Joshua Paul Downs, will be available as a resource for The Challenge participants via Twitter on @LockedinaHouse, on Facebook, by phone and during visitation hours. Downs grew up in the Seattle area and attended Pepperdine University where he received a degree in Theater and Music. He's now back in Seattle with his bags packed, anxiously awaiting the moment the lock turns and the experiment begins.

“When I came across this unique opportunity I immediately knew I was up for the challenge,” said Downs. “The enthusiasm from participants and nice amenities provided in the house will definitely help me get through these five days of solitude.”

For more information about The Schlage “Key To Strong Challenge”, including Rules & Regulations, please visit [www.KeytoStrong.com](http://www.KeytoStrong.com) or contact Adrienne Bailey on site in Seattle at 317-371-1908 or via email at [abailey@yandl.com](mailto:abailey@yandl.com).

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<sup>1</sup>Research Now, independent research report funded by Ingersoll Rand Co., 2011

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