

National Recreation and Park Association Park and Recreation Month “OUT is IN” Social Media Challenge

OUT IS IN SOCIAL MEDIA CHALLENGE OFFICIAL RULES

CONSUMER DISCLOSURE:

THIS CONTEST IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM OR TWITTER. BY ENTERING THIS CONTEST YOU RELEASE INSTAGRAM AND/OR TWITTER FROM ANY AND ALL LIABILITY.

YOU HAVE NOT YET WON. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

The “OUT is IN” Social Media Challenge (the “Contest”) is sponsored by The National Recreation and Park Association (NRPA), Ashburn, VA (“Sponsor”). The Contest is governed by these official rules (“Official Rules”). By participating in the Contest, each entrant agrees to abide by these Official Rules, including all eligibility requirements, and understands that the results of the Contest, as determined by Sponsor and its agents, are final in all respects. The Contest is subject to all federal, state and local laws and regulations and is void where prohibited by law.

This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram or Twitter. You understand that you are providing your information to NRPA and not to Instagram and/or Twitter. The information you provide will only be used for the purposes of administering the Promotion, to notify winners and to distribute any prizes requiring online redemption. Any questions, comments or complaints regarding this promotion should be directed to the Sponsor and not Instagram or Twitter.

ELIGIBILITY

The Contest is open to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older at the time of entry who have Internet access and a valid Twitter or Instagram account and valid email address. Employees, officers and directors of Sponsor, Administrator, and their respective parents, subsidiaries, agents and suppliers, as well as members of their immediate families (defined as parents, spouses, children, siblings and grandparents) and individuals living in the same household as those individuals are not eligible to enter or win. Sponsor has the right to verify the eligibility of each entrant.

CONTEST PERIOD

The Contest Period begins at 12:00 a.m. EST on July 1, 2014 and ends at 11:59 p.m. EST July 31, 2014 (“Contest Period”). The Contest will be divided into thirty-one (31) daily entry periods (each, a “Daily Entry Period”). Each Daily Entry Period will begin at 12:00 a.m. EST and end at 11:59 p.m. EST that same day.

HOW TO ENTER

Follow @NRPA_News on Twitter and/or @NRPA on Instagram.

During the Contest Period, upload a photo through Instagram or Twitter that shows a typical indoor activity being done outside with the hashtag #JulyOUTisIN to receive one (1) entry. Entries must be received during an applicable Daily Entry Period to be considered. If you choose to enter using your mobile phone, standard data fees may apply. Free accounts for either social media site can be created online at www.instagram.com or www.twitter.com. There is no limit to number of entries per person and per household, however, each entry submitted must be substantially different than all subsequent entries. Entrants do not have to be NRPA members to qualify for the contest.

Additional Entry Conditions: Sponsor has no obligation to advise an entrant of an incomplete or otherwise non-compliant entry. Sponsor is not responsible for lost, late, invalid, unintelligible, incomplete, blurred, or misdirected entries, which will be disqualified. No mailed, telephoned, faxed, or mechanically reproduced entries will be accepted. Proof of submission of an entry will not be deemed proof of receipt. Receipt of entries will not be acknowledged nor will proof of submission of an entry form be deemed proof of receipt. In the event of a dispute as to any entry, the authorized account holder of the Twitter or Instagram account used to enter will be deemed to be the entrant. The “authorized account” holder is the natural person assigned to the Twitter or Instagram account. Potential winners may be required to show proof of being the authorized account holder.

WINNER SELECTION

All eligible entries received during the Contest Period will be entered into the contest. To be eligible, the entrant must meet all Contest criteria. Thirty-one (31) daily winners will be selected at random throughout the month of July 2014 and awarded a Prize—one (1) winner per Daily Entry Period. The business day after each Daily Entry Period, a winner that meets the Contest criteria will be chosen at random from either Twitter or Instagram (I.E. an entry received on Tuesday will be chosen on Wednesday, entries received Friday-Sunday will be announced on Monday). Winners will be notified by the Sponsor through a direct message on Twitter and/or Instagram. Winners receiving a message from either the Sponsor’s official Twitter account (@NRPA_News) or Instagram (@NRPA) account, will be required to respond to the direct message with their email address within 24 hours to claim the Prize. If a Prize is not claimed within 24 hours, the Prize is forfeit and another winner from that Daily Entry Period will be chosen.

Upon the request of the Sponsor, the potential winner may be required to return an Affidavit of Eligibility, Release and Prize Acceptance Form and IRS W-9 form. If a potential winner fails to comply with these official rules, that potential winner will be disqualified. Prize may not be awarded if an insufficient number of eligible entries are received.

Entries received for one Daily Entry Period will not be considered for any subsequent Daily Entry Periods. Sponsor reserves the right not to award a Prize for any Daily Entry Period if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries for the applicable Daily Entry Period. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

Contest Criteria: To be eligible, the entrant must meet eligibility requirements, contest entry requirements and meet the contest criteria including:

- Submission of a photo using hashtag #JulyOUTisIN and depicting entrant, family, friends, community or group in a local park, recreation or outdoor area performing a typical indoor activity outdoors.
- Photo must not contain material that infringes another's rights, including but not limited to privacy, publicity, or intellectual property.
- The photo must not include brand names or trademarks.
- The photo must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
- The photo must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual, or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
- The photo must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where photo is taken.

PRIZES

Thirty-one (31) \$50 Amazon Gift Cards will be rewarded throughout the Contest and delivered free of charge. One (1) \$50 Amazon Gift Card per winner per Daily Entry Period.

One (1) \$500 Amazon gift card Grand Prize will be awarded at random to a Contest participant on Aug. 1, 2014.

Incidental expenses and all other costs and expenses which are not specifically listed as part of a prize in these Official Rules and which may be associated with the award, acceptance, receipt and use of all or any portion of the awarded prize are solely the responsibility of the respective prize winner. **ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.**

ADDITIONAL LIMITATIONS

Prize is non-transferable. No substitution or cash equivalent of prizes is permitted; however, the Sponsor reserves the right to substitute any prize with another of equal or greater value. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives are not responsible for any typographical or

other errors in the offer or administration of the Contest, including, but not limited to, errors in any printing or posting or these Official Rules, the selection and announcement of any winner, or the distribution of any prize. Any attempt to damage the content or operation of this Contest is unlawful and subject to possible legal action by Sponsor. Sponsor reserves the right to terminate, suspend or amend the Contest, without notice, and for any reason, including, without limitation, if Sponsor determines that the Contest cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond Sponsor's control corrupt the administration, security, fairness, integrity or proper play of the Contest. In the event any tampering or unauthorized intervention may have occurred, Sponsor reserves the right to void suspect entries at issue. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives, and any telephone network or service providers, are not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data transmission, omission, interruption, deletion, line failure or malfunction of any telephone network, computer equipment or software, the inability to access any website or online service or any other error, human or otherwise.

INDEMNIFICATION AND LIMITATION OF LIABILITY

BY ENTERING THE CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES, THE TWITTER AND/OR INSTAGRAM PLATFORM, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON. SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE. SPONSOR AND ITS PARENTS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS DISCLAIM ANY LIABILITY FOR DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE CONTEST.

PUBLICITY

By participating, each entrant grants Sponsor permission to use his/her name, likeness or comments for publicity purposes without payment of additional consideration, except where prohibited by law.

COPIES OF THE RULES AND WHO WON

Requests for copies of these Official Rules or a winner's list may be sent to NRPA, Subject: "OUT is IN Social Media Challenge", rsutton@nrpa.org.