

DeFEET DISTRACTIONS NEW YORK CONTEST RULES

Official Contest Rules

No Purchase Necessary. Void where prohibited. The DeFEET DISTRACTIONS NEW YORK Poster Contest ("Contest") starts on February 12, 2018 and closes on May 15, 2018, at which time all entries must be received.

How to Enter: The contest is open to individual students in Grades 1 – 6 attending schools in New York State with PTA Units that are members in good standing of the New York State PTA ("NYS PTA"). Entrants must submit a poster that presents a message warning of the dangers of distracted walking. Entries may be submitted only by a representative of the school's PTA. Multiple entries from each PTA Unit may be submitted in one package; however each individual entry must have full contact information and parental signature on an official entry form.

Entrants may download an official entry form from <https://nyspta.org/home/programs/everychild-travelssafely>. A lesson plan and related information about distracted walking is available at the same site.

Completed entry forms must be mailed by the deadline date to: DeFEET DISTRACTIONS NEW YORK Poster Contest, c/o New York State PTA, One Wembley Court, Albany, NY 12205. All entries must include a poster (no larger than 8-1/2" x 11"), PTA Unit representative's name, address, phone and email contact information, as well as name and address of the PTA Unit's school. Each entry must include the name and grade of the student and have the student's parent signature. Entries must be submitted by mail only (not by email).

Each entry must be in keeping with the image of The National Road Safety Foundation ("NRSF") and the PTA and may not be offensive or

inappropriate, as determined by NRSF and NYS PTA in their sole discretion. An entry may not defame or invade publicity rights or the privacy rights of any person living or deceased or otherwise infringe on any person's personal or property rights or any third-party rights. NRSF reserves the right to disqualify any entry it deems to be offensive, inappropriate or not in keeping with the image of NRSF or PTA, in their sole discretion.

Eligibility: The contest is open only to individual students currently in Grades 1 – 6 and attending a school in the state of New York that has an active NYS PTA Unit. Entrants must be legal residents of the United States. Employees of NRSF and the New York State PTA and members of their families living in the same household, their parents, subsidiaries, affiliates, and their advertising, promotion or production agencies are not eligible to enter.

All personal information collected from entrants, parents/guardians and teachers will be retained in accordance with NRSF's records retention policies for the Contest. All entries will be kept for one year following the selection of winners. All winning entries will be kept for up to three years. By submitting an entry, the entrant understands and consents to the collection and maintenance of his or her information and acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with U.S. federal or applicable state law.

Entries will be provided to both NRSF and NYS PTA and will be subject to the privacy policy of NRSF and subject to review by NYS PTA. NRSF privacy policy may be found at www.nrsf.org/terms.

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NRSF and NYS PTA are not responsible for late, lost, stolen, inaccurate, garbled, damaged, illegible, undelivered, delayed, misdirected or postage-due entries or for any computer, network, technical, typographical, human or other error, problem or malfunction related to or in connection with the Contest.

Entries: By submitting an entry, each entrant agrees that NRSF shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom and that it and its designees may exploit, edit, publish, use, adapt, modify or dispose of any entry and elements embodied therein online, in print, film, television or in any other media for advertising, promotional or other purposes throughout the world in perpetuity, without additional compensation or notification, or permission of the entrant, except as prohibited by law.

Judging Criteria: Entries will be judged on the following criteria:

Concept originality and creativity: (35 points)

Execution: Is the poster clean and easy to read?
Spelling counts. (35 points)

Clarity of message (30 points)

Prizes: One Grand Prize of \$1,500 will be awarded to the winning PTA Unit. Three runners-up will each receive \$500 for their schools' PTA Units.

All prizes are funded and awarded by NRSF.

Selection of Winners: Entries submitted will be judged by NRSF and NYS PTA. The winner and runners-up will be notified on or around May 31, 2018. Each entrant agrees to be bound by the Official Rules and the decisions of the judges are final in all matters relating to this Contest.

By entering and/or accepting a prize, each entrant and/or winner hereby releases and holds harmless NRSF and NYS PTA, their respective

affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

This prize is contingent upon the Grand Prize winner providing reasonable assistance to NRSF in terms of any necessary information to include in news releases and other press material.

Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

General: By entering, each entrant agrees to abide by these Official Rules, warrants and represents that their entry is their original work. Further, each entrant grants to NRSF and NYS PTA the right to use names, information provided, images, and likeness in any media now or hereafter known for advertising, promotion, and/or other purposes throughout the world without additional compensation or notification to, or permission of, the entrant, except as prohibited. If NRSF discovers at any time, during or after the Contest, that an entry contained infringing material, the entrant that submitted the entry will be immediately disqualified.

In the event the Contest is compromised by non-authorized human intervention, virus, bugs, or other causes beyond the control of the Sponsor that corrupt or impair the administration, security, fairness, or proper play of the Contest, the Sponsor reserves the right in its sole discretion to modify, suspend, or terminate the Contest or any portion thereof and/or terminate

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the participation of any participant whose conduct potentially compromises the Contest, and is at its sole discretion to award the prizes from among all eligible non-suspect entries received prior to termination using the judging procedures outlined above.

Winners List: For the names of the Winner and Runners-Up, send a self-addressed stamped envelope after May 31, 2018 to DeFEET DISTRACTIONS NEW YORK Winners List, The National Road Safety Foundation, Inc., 18 East 50th St., New York, NY 10022.

Sponsors and Administrators: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022, and New York State PTA, One Wembley Court, Albany, N.Y. 12205.



Sponsored by:

