

Vermont Department of Health

Contest Guidelines: Share Your Moment

Campaign Details

Campaign Name: “Share Your Moment”

Brief Description of Grand Prize: Five (5) winners selected on the basis of votes will each receive one (1) \$100 grocery store gift certificate.

Contest Instructions

All participants are required to submit a description of “their moment,” a time when they decided to make a change in their life to eat healthier, be more physically active, etc.

The contest will be hosted using a custom Facebook submission and voting app on the Health Department’s Facebook page: www.facebook.com/HealthVermont.

To enter, participants must submit their name, email, town, and story (in 500 characters or less), and are limited to 1 story entry per the duration of the contest. Once the submissions are approved, people will be allowed 1 vote per day (24 hour period) and will be required to authenticate their account using Facebook Authorization to prevent voter fraud.

All submissions are moderated and will be approved before they are displayed publicly. All submissions will be stored and five (5) winners will be selected on the basis of number of votes to win one (1) \$100 grocery store gift certificate.

Submission period begins on October 9, 2013 and closes December 1, 2013. Voting will close and winners notified on Dec. 16.

THIS CONTEST IS OPEN TO Vermont RESIDENTS ONLY. You must be 18 years or older to enter. Employees of the Vermont Department of Health and HMC Advertising are not eligible to participate. Individuals who have shared their stories in the My Moment/Share Your Moment campaign TV ads and online videos are not eligible to win.

Full Guidelines

Winner Selection Process:

PHASE 1: ENTRIES ARE SUBMITTED – Oct. 9 - Dec. 1, 2013

People submit their entries during the submission period. We will display the entries during the submission period. Entries are displayed to the public once the submission is received. Voting (likes) are encouraged.

PHASE 2: THE WINNERS ARE SELECTED AND ANNOUNCED – Dec. 16

Voting closes and five (5) winners will be selected on Dec. 16 on the basis of most votes (likes) for their story. We will email the winners to confirm their eligibility and post a status on the Vermont Department of Health Facebook page congratulating the winners.

Who selects the winners: The Vermont Department of Health.

How are winners selected: Winners will be selected on the basis of most votes (likes) for their story.

OFFICIAL RULES

1. **NO PURCHASE, CONTRIBUTION OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.** This contest is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Vermont Department of Health and not to Facebook.
2. **ELIGIBILITY:** The contest is open only to those who interact with Vermont Department of Health contest and campaign application according to rules, and who are at least 18 years of age as of the date of entry. The contest is only open to legal residents of the state of Vermont and is void where prohibited by law. The contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited. No purchase necessary to enter or win. Closing date for submissions is Dec. 1, 2013. Voting closes Dec. 16, 2013. Winners will be selected based on the number of votes (likes) for their story. Winners will be notified and the contest ends on Dec. 16, 2013.
3. **AGREEMENT TO OFFICIAL RULES:** By participating, entrants agree to be fully and unconditionally bound by these rules, and they represent and warrant that they meet the eligibility requirements set forth here. All federal, state, local laws and regulations apply.
4. **CONTEST PERIOD:** This contest begins October 9, 2013 and ends December 16, 2013. Five (5) prizes will be awarded during the contest period and will be selected as specified in the Selection of Winners section of these rules.
5. **HOW TO ENTER:** The contest must be entered by “liking” the Vermont Department of Health Facebook page and submitting a story about “Your Moment”. Users must be willing to provide their full name and email. There is no fee for participation in this contest.
6. **SELECTION OF WINNERS:**
 - **PHASE 1: ENTRIES ARE SUBMITTED**
People submit their entries during the submission period. We will display the entries during the submission period. Entries are displayed to the public once the submission is received and approved.
 - **PHASE 2: THE WINNERS ARE SELECTED AND ANNOUNCED**
Five (5) winners will be selected on the basis of most votes. We will email the winners to confirm their eligibility and post a status on the Vermont Department of Health Facebook page congratulating the winner. In case of a tie or for any reason, the Health Department reserves the right to make the final decision on winners.
7. **PRIZES:** Five (5) \$100 grocery store gift certificates. **NO ENTRANT IS GUARANTEED TO WIN ANY PRIZE OF ANY KIND.** No substitution of prize or

transfer/assignment of prize to others or request for the cash equivalent by winners is permitted. Winner must claim prize by return e-mail and providing such winner's address within Vermont within five (5) days of winner notification. The prize will be sent to winner within seven (7) days after such winner makes its claim.

8. NOTIFICATION: Winner will be notified via email and requested to confirm full name, age, and home address. Vermont Department of Health shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the winner cannot be reached after reasonable efforts have been exerted during the five (5) days from the date of the applicable winner selection, or if he/she is found to be ineligible, or if he/she cannot or does not comply with these contest rules, such winner will be disqualified and an alternate winner may be selected.
9. PUBLICITY: Except where prohibited, participation in this contest constitutes winner's consent to use of winner's name and story submitted.
10. TERMS: The Vermont Department of Health Web site (the "Site") is provided by Vermont Department of Health ("us" or "we") to you ("you" or "User") subject to the following Agreement ("Agreement") and any operating rules or policies that may be published from time to time by us.
 - a. Vermont Department of Health and its agents, affiliates, consultants and service providers are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion, whether caused by computer, technical or human error. Winner assumes all liability and agrees to hold its suppliers, advertisers, agents, affiliates, consultants and service providers harmless for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize.
 - b. Vermont Department of Health reserves the right to cancel or modify the program at any time and for any reason, including but not limited to, destruction of the integrity of the promotion by fraud, misconduct or technical failures, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the promotion. Vermont Department of Health reserves the right to disqualify, freeze or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these contest rules.
11. RELEASE OF LIABILITY; DISCLAIMER OF WARRANTIES: By entering this contest, entrants release its suppliers, advertisers, agents, affiliates, consultants and service providers, from any liability, loss, harm, damage, cost or expenses whatsoever incurred which may occur in connection with any part of this contest and with the acceptance, ownership, and/or use of the prizes. ALL PRIZES WILL BE AWARDED "AS IS," AND Vermont Department of Health EXPRESSLY DISCLAIMS ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

12. **PRIVACY:** Personally identifiable information that is submitted by entrants as part of this Contest will be used to administer the contest, select prizewinners and fulfill prizes, and future Vermont Department of Health promotional efforts.
13. **GOVERNING LAW/JURISDICTION:** All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules or the rights and obligations of entrants or sponsor in connection with the contest shall be governed by and construed in accordance with the internal laws of the state of Vermont without giving effect to any choice of law of conflict of law rules or provisions that would cause the application of any other state's laws.
14. **ARBITRATION PROVISION:** By participating in this contest, each entrant agrees that any and all disputes the entrant may have with, or claims entrant may have against, the promotion entities relating to, arising out of or connected in any way with (i) the contest, (ii) the awarding or redemption of any prize, and/or (iii) the determination of the scope or applicability of this agreement, will be resolved individually and exclusively in the courts of Vermont.