

**AMERICAN CANCER SOCIETY
RELAY FOR LIFE OF DELTA CORPORATE
SWEEPSTAKES OFFICIAL RULES**

NO PURCHASE, DONATION OR TEXT MESSAGE IS NECESSARY TO PARTICIPATE. A PURCHASE, DONATION OR TEXT MESSAGE WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES BEGINS AT 12:00:00 AM EASTERN TIME (“EST”) ON APRIL 24, 2017 AND ENDS AT 4:59:59 PM EST ON MAY 12, 2017 (“SWEEPSTAKES PERIOD”).

- 1. ELIGIBILITY:** The American Cancer Society Relay For Life of Delta Corporate Sweepstakes (“Sweepstakes”) is open to individual legal residents of the United States and District of Columbia, age 18 or older at the time of entry. Employees (and their immediate families and members of the same household) of the American Cancer Society (“Sponsor”), its affiliates, parent companies, subsidiaries, agents and advertising/promotion agencies and suppliers involved in the Sweepstakes (collectively, the “Sweepstakes Entities”) are not eligible to participate. This Sweepstakes is void where prohibited or restricted by law, and is subject to all applicable federal and state laws and regulations.

- 2. HOW TO ENTER:** You may enter one Event Sweepstakes of your choice in two ways:

(i) Text Message Entry: Using a mobile device, an entrant must send a text message to the short code 41444 (“Short Code”) stating the applicable keyword for the Event Sweepstakes the entrant has chosen to enter (“Keyword”). The keyword for each Event Sweepstakes will be printed on advertising and promotional materials for that Event Sweepstakes. Once the text message is received, the entrant will be sent a reply text message with a link, which entrant must click on to proceed to the entry/donation site (“Site”). At the Site, follow the directions to submit your first and last name and email address, and donate to the American Cancer Society using a valid credit card issued in your name (optional). Once your entry is complete, press the “SUBMIT” button to receive one entry into Event Sweepstakes you have chosen to enter. You must have a wireless mobile device that is capable of two-way SMS messaging through a supported mobile service provider. This Sweepstakes may not be supported by all wireless carriers. To opt-out/stop receiving text messages, text the word STOP to the Short Code. You may receive a text confirming your opt-out. Sending STOP after entry is complete will not preclude Sponsor from sending winner notification by text message. For help, text the word HELP to the Short Code. **Message and data rates may apply.** Text messages sent or received may incur a charge as provided in your rate plan. By entering, you agree that you are solely responsible for all message and data charges that you incur, which are billed by and payable to your mobile service provider. Please contact your mobile service provider for pricing plans, participation/supported status and details. Text message entry is offered on an “as is” basis, may not be available in all areas at all times and may be affected by product, software, coverage or other service changes made by your mobile service provider or otherwise. Text messages are sent by an automated system.

Each text message entrant may use only one email address to enter and the same email address may not be used by more than one entrant, regardless of the number of people

who share that email address. In the event of a dispute regarding any entry, the entry will be deemed to have been submitted by the natural person who, at time of entry, was assigned the email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Multiple entries per person/email address or any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including but not limited to sweepstakes entry services) are prohibited and will void all entries by that entrant. **ENTRIES SUBMITTED VIA THE TEXT MESSAGE METHOD OF ENTRY MUST BE RECEIVED BY THE DATES AND TIMES SET FORTH IN THE CHART IN RULE 2 ABOVE.**

(ii) **Mail-In Entry:** To enter by mail without donating, legibly hand-print your name, residential address (no P.O. Boxes), city, state, zip code, email address, daytime phone number and/or mobile phone number, and the Keyword for the Event Sweepstakes you are choosing to enter on a 3" x 5" card and mail it in an envelope to: American Cancer Society Delta Day of Hope Sweepstakes Entry, Attn: Rachel Newcomer, 250 Williams St., Atlanta, GA 30303. No incomplete, illegible, postage due or mass or mechanically reproduced entries will be accepted. Receipt of mail-in entries will not be acknowledged. Each mail-in entry must be mailed in a separately-stamped outer envelope. **Limit of one (1) entry per postmarked outer envelope.**

ENTRIES SUBMITTED VIA U.S. MAIL MUST BE POSTMARKED AND RECEIVED BY THE END OF THE PROMOTION PERIOD.

Limit one (1) entry per person throughout the entire Sweepstakes Period, regardless of the method of entry. You may only enter one Event Sweepstakes during the Sweepstakes Period.

BY ENTERING THIS SWEEPSTAKES, EACH ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES. Data submitted by entrants in connection with this Sweepstakes will be collected and handled in accordance with Sponsor's Privacy Policy available at <http://www.cancer.org/aboutus/acspolicies/privacypolicies/index> and the Sponsor's Internet Privacy Policy available at <http://www.cancer.org/aboutus/acspolicies/privacypolicies/internetprivacypolicies/internet-privacy-policy>.

- 3. SELECTION OF WINNERS:** On or about May 13, 2017, one (1) potential winner will be selected in a random drawing from among all eligible entries received during the Entry Period for each Event Sweepstakes. The drawings will be conducted by an independent judging agency, whose decisions are final and binding. You are not a winner of any prize unless, and until, your eligibility and compliance with these Official Rules is verified and confirmed.
- 4. PRIZE, APPROXIMATE RETAIL VALUE AND ODDS OF WINNING:** One (1) Prize of an Apple iPad with an approximate retail value of \$329.00. All expenses, federal, state, and local taxes and other costs and expenses associated with a Prize are the responsibility solely of its winner. Each potential winner will be required to sign an Affidavit of Eligibility, a liability release and, where permitted, a publicity release. All taxes are solely the responsibility of the winner. Sponsor will report the value of prizes as required by law. Sponsor reserves the right, at its sole discretion, to substitute any Prize with one of equal or greater value. No other substitution or transfer of a Prize is permitted. Sponsor is responsible only for delivery of Prizes and is not responsible for

any Prize's utility, quality or otherwise. Odds of winning a Prize depend on the number of eligible entries received for each Event Sweepstakes drawing. The odds of winning a Prize based on the number of anticipated participants.

- 6. VERIFICATION OF WINNER AND DELIVERY OF PRIZE:** The potential winner is subject to verification of eligibility and compliance with these Official Rules. The potential winner will be notified by text message, telephone or email after the random drawing with instructions on how to claim the prize. Failure to provide all required information and a signature on any required documentation within the stated time period may result in forfeiture of winner's right to claim a Prize, and may result in the Prize being awarded to an alternate winner, if time permits. Upon verification of eligibility, Sponsor or Sponsor's designee will contact the winner to arrange delivery of the Prize. The Sweepstakes Entities shall not be held responsible for any delays in awarding a Prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or any winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, or if a potential winner does not answer the initial telephone notification, the Prize may be forfeited. If a Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible entries received during the Entry Period for the applicable Event Sweepstakes, time permitting. If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize may not be re-awarded. Prizes are not transferable and include only the items specifically listed as part of each Prize. Any portion of Prize not accepted by winner will be forfeited. Each Prize will only be awarded to a verified winner.
- 7. LIMITATION OF LIABILITY:** Any Prize depicted on promotional packaging, point-of-sale, the promotional Web Site or otherwise in connection with this Sweepstakes is for illustrative purposes only and may not be the actual Prize awarded or received. All entries become the exclusive property of Sponsor and will not be returned. Sponsor and the Sweepstakes Entities are not responsible for: late, lost, stolen, damaged, garbled, incomplete, misaddressed, postage-due or misdirected entries, mail or communications; printing or typographical errors in Sweepstakes-related materials; errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of hardware, software, communications devices or transmission lines; human errors in programming or in the processing of entries; or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Further, Sponsor and Sweepstakes Entities are not responsible for communications that are undeliverable as a result of any form of active or passive filtering of any kind or any participant's inability to receive telephone calls, text messages or emails for any reason. The use of automated software or computer programs to enter this Sweepstakes is prohibited and any individual who uses, attempts to use, or is suspected of using such methods to enter will be disqualified. Sponsor and the Sweepstakes Entities disclaim any liability for damage to any computer or mobile device resulting from participation in, or accessing or downloading information in connection with, this Sweepstakes and Sponsor reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this Sweepstakes if this Sweepstakes cannot be executed as intended. In the event of any such cancellation, termination or suspension, Sponsor will randomly select winner(s) from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any participant

(and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials. Under no circumstances will more Prizes than those set forth in these Official Rules be awarded. If a printing, technical or any other error occurs that results in more potential winners than available Prizes stated, Sponsor may elect to hold a random drawing from among all eligible potential Prize winners to award the number of Prizes indicated. By participating in this Sweepstakes, each entrant accepts and agrees to be bound by the conditions stated in these Official Rules and the decisions of the Judge and warrants that he/she is eligible to participate in this Sweepstakes. Each entrant warrants that he/she is eligible to participate in this Sweepstakes and has the legal capacity to agree to the terms of these Official Rules.

8. RELEASE AND INDEMNITY. By entering, each entrant agrees to release and hold harmless the Sponsor and the Sweepstakes Entities from any and all liability, loss or damages arising from or in connection with participation in this Sweepstakes, the awarding, receipt, use or misuse of a Prize or participation in any Prize-related activity. Entrants agree that all causes of action arising out of or connected with this Sweepstakes, or any Prize awarded, shall be resolved individually, without resort to any form of class or representative action; and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. Participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the state of Georgia, without giving effect to any choice of law or conflict of law rules. By participating, participants consent to the jurisdiction and venue of the federal, state and local courts located in Fulton County, Georgia. **CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.**

9. DISPUTES. Participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the state of Georgia, without giving effect to any choice of law or conflict of law rules. By participating, participants consent to the jurisdiction and venue of the federal, state and local courts located in Fulton County, Georgia.

10. ANNOUNCEMENT OF WINNER: Prize Winner's name will be posted on or about May 22, 2017 via DeltaNet. Prize Winner's name will be available by email request via the email address rachel.newcomer@cancer.org after May 22, 2017.

11. SPONSOR: American Cancer Society, Inc., 250 Williams St., Atlanta, Georgia 30303.