

**AMERICAN CANCER SOCIETY  
MAKING STRIDES AGAINST BREAST CANCER  
ADD A BENJAMIN FUNDRAISING CHALLENGE**

OFFICIAL RULES

NO PURCHASE OR PERSONAL DONATION NECESSARY

1. **PROMOTION DESCRIPTION:** The **American Cancer Society Making Strides Against Breast Cancer Add a Benjamin Challenge** (“Challenge”) is an online Challenge that begins on October 1, 2018, at 12:00:00 AM Central Standard Time (CST) and ends on October 5, 2018 at 11:59:59 PM (CST) (“Challenge Period”).
2. **SPONSOR:** American Cancer Society, Inc., 250 Williams Street, Atlanta, GA30303.
3. **HOW TO PARTICIPATE:** Go to [www.makingstrideswalk.org](http://www.makingstrideswalk.org) (“Website”) or the FUNdraising App (the “App”) and follow the directions to complete the online registration and to sign up to become an American Cancer Society Making Strides Participant. Participants will register and create an individual fundraising webpage to raise money through online donations for Making Strides Against Breast Cancer during the Challenge Period. Sponsor or its designee will maintain the total funds raised by each Participant during the Challenge Period. Fundraising submissions that do not comply with the donation requirements contained on the Website or App will be considered void. All entry materials become the property of the Sponsor and will not be returned. Sponsor is not responsible for any change of email address or other contact information of Participants.
4. **ELIGIBILITY:** Open to all individuals and teams who are registered on the Website or App for a Making Strides Against Breast Cancer 2018 event (“Participants”). Void where prohibited.
5. **DETERMINATION OF AWARDS:** All Awards will be determined on or about October 15, 2018 by Sponsor, whose decisions are final and binding.
  - (a) **Participant Awards:** The amount of the Award a Participant will receive will be determined by donations processed electronically to each Participant’s individual fundraising webpage on the Website only during the Challenge Period (“Qualified Donations”). Donations received offline through checks and cash, are not Qualified Donations and will not apply to this Challenge.
6. **AWARDS AND APPROXIMATE RETAIL VALUE (ARV):**
  - (a) **Individual Awards:** For every \$500.00 of Qualified Donations a Participant receives on the Participant’s individual fundraising webpage during the Challenge Period, \$100.00 will be added to the Participant’s individual fundraising webpage on the Website. The Awards will appear on the Participants’ individual fundraising webpage after the Challenge has ended. Individual Awards will not be prorated in any way. Awards will be issued in \$100.00

increments and will be based on exact and complete increments of \$500.00 of Qualified Donations received. A Participant who receives \$999.99 in Qualified Donations will be issued \$100.00. Participants will receive no personal financial benefit from this Challenge. ARV with regard to Participants = \$0.00

7. **NOTIFICATION OF WINNERS AND DISTRIBUTION OF AWARDS:** Award Winners will be notified by email after all awards have been transferred to Participant's individual webpages. All Awards will be transferred to Participant fundraising webpages on or about October 22, 2018. No substitutions or transfer of Award permitted. No cash will be distributed to Participants. This Challenge and participation in this Challenge is subject to all federal, state and local laws/regulations. By participating in this Challenge, Participants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Challenge or in the announcement of the Awards.
8. **LIMITATIONS AND RELEASES:** Sponsor is not responsible for lost, late, incomplete, misdirected or illegible registrations nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of registration materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive registration information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason this Challenge is not capable of running as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Challenge, Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the registration process, and to cancel, terminate, modify or suspend the Challenge. **CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW.**
9. **PRIVACY:** For information about how the American Cancer Society, Inc. uses your personal information, please see its privacy policy, located at <http://www.cancer.org/AboutUs/ACSPolicies/PrivacyPolicies/index>.