



Fourth of July – Photo Contest Official Rules

TERM:

The Best Birth's ("TBB") 2015 Fourth of July Photo Contest (the "Contest") begins July 2, 2015 and ends July 6, 2015, 11:59pm Pacific Standard Time (PST). Information on how to enter and the prize form part of these official rules ("Official Rules"). By submitting an entry, each entrant agrees to the rules of the contest and states that he or she is 18 years old or older.

WHO MAY ENTER:

The prize is open to participants 18 years old or older and is restricted to legal residents of the fifty (50) United States or the District of Columbia. Individuals affiliated with The Best Birth, including employees, interns, volunteers, and their immediate families (children, siblings and spouses) and others living in their households are not eligible for any prize. TBB will determine winners' eligibility in its sole discretion.

SPONSORS:

The Best Birth, LLC and McMoyler Method, Inc.

WHAT TO ENTER:

A photo of yourself, your family, your baby bump, babies, and/or kids that showcases your 4th of July celebration and festivities. We do not accept digitally or otherwise enhanced or altered photos. Minor adjustments, including spotting, sharpening, contrast and slight color adjustment or the digital equivalents, are acceptable. For a photo in which a person is recognizable, you must secure a model release from the subject or, in the case of a minor, the subject's parent or guardian and provide it to TBB upon request. Photos that violate or infringe upon another person's rights, including but not limited to copyright, are not eligible.

HOW TO ENTER:

NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the Contest, visit the TBB Facebook page www.facebook.com/TheBestBirth ("Contest Site") or the TBB Instagram page [@The_Best_Birth](https://www.instagram.com/The_Best_Birth) during the contest term and follow the instructions for submitting a photograph that will make up your entry for the Contest ("Photo"). TBB will not accept entries submitted via any other means.

Submit no more than one (1) photograph. Digital photographs should be taken at the highest resolution possible. Follow the directions on our Facebook or Instagram pages. Photographs must be in a .jpeg, .jpg or .gif format.

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By entering the contest, entrants grant TBB a royalty-free, worldwide, perpetual, non-exclusive license to display, distribute, reproduce and create derivative works of the entries, in whole or in part, in any media now existing or subsequently developed, for any educational, promotional, publicity, exhibition, archival, scholarly and all other standard purposes. Any photograph reproduced will include a photographer credit as feasible, TBB will not be required to pay any additional consideration or seek any additional approval in connection with such uses.

LIMIT ONE (1) ENTRY PER PERSON. Subsequent entries will be disqualified. Team entries and entries on behalf of entities are void. All entries must be received by 11:59pm PST on July 6, 2015.

ENTRY DEADLINE:

The contest begins on March 31, 2015. All entries must be received through Facebook and Instagram by 11:59 PST on July 6, 2015.

JUDGING:

Photo entries will be judged based on creativity, quality, originality, responsiveness to the prompt, and overall impact. Judging will be conducted by the TBB team. The winning photo will be announced on TheBestBirth.com, after notifying and selecting a winner.

TBB will notify the winner via the contact information provided at the time of entry; TBB may disqualify anyone who fails to respond to the notification within five business days.

Please do not contact us about the status of entries or judging.

PRIZE:

One prize will be awarded, in the form of a \$100 check. Winner must sign a release and license, as well as a declaration of eligibility, and will be responsible for paying any taxes they may owe on a prize.

Online Features: TBB may select photos for highlight on its website or social media platforms, or display in a publicly-accessible contest archive; such selections will be made in TBB's sole discretion.

CONDITIONS OF ENTRY:

All entrants hold the Sponsors and their respective directors, officers, employees, interns, associates, and volunteers (the "Indemnified Parties")

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harmless from and against all claims of any nature arising in connection with entrant's participation in the contest and acceptance or use of a prize. The Indemnified parties are not liable for any costs, damages, injuries, or other claims incurred as a result of entrants' participation in the contest or winner's acceptance and usage of a prize. The Indemnified Parties are not responsible for incomplete or misdirected entries, technical or network malfunctions or failures, or causes beyond their control. Entrants are solely responsible for their entries. Entrants may not submit materials that introduce any software viruses, worms, or other programs designed to damage software, hardware or telecommunications equipment or are off-topic, partisan-political, contain advertising, nudity, personal attacks or expletives, or is otherwise abusive, threatening, unlawful, harassing, discriminatory, libelous, obscene, false, sexually explicit, or that infringes on the rights of any third party.

The contest is void where prohibited or restricted by law. TBB reserves the right to cancel the contest or modify these rules at its discretion. In the event of a dispute regarding the winner, TBB reserves the right to award or not award the prize in its sole discretion. TBB reserves the right to disqualify any entrant whose entry or conduct appears in any way to: inhibit the enjoyment of others; tamper with the competition; violate these rules or other applicable law or regulation; infringe on the rights of third parties; or act in an unsportsmanlike or disruptive manner.

Additionally, entrants agree to release and hold harmless Facebook and Instagram from and against any claims arising out of or in conjunction with the Contest or receipt or use of any prize. Further, entrants acknowledge that this Contest is in no way sponsored by, endorsed by, administered by, or associated with Facebook or Instagram.

Decisions of TBB are final and binding.

Updated: July 2, 2015