

Brookfield Zoo Photo Contest 2010 Official Rules

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

Contest Deadline

- Contest begins July 20, 2010 and ends November 1, 2010, 5:00 p.m. CST (“Contest Period”)

Entry Information and Photo Requirements:

- Photo must feature an animal or animals. (Photos with people will not be accepted.)
- The photo must be an 8” x 10” color or black and white print.
- A Photo Contest official entry form must be completed and taped to the back of the photo (collectively, the “entry”). An official entry form may be downloaded from the Chicago Zoological Society’s Web site, www.CZS.org. Forms are also available at the zoo’s north and south information kiosks or by calling (708) 688-8351.
- One entry per person.
- The photo must not be framed or matted.
- Send your entry by First Class mail to Photo Contest, Brookfield Zoo, 3300 Golf Road, Brookfield, IL 60513. Entries may also be dropped off at Brookfield Zoo’s south gate reception booth.
- All entries must be received by November 1, 2010, 5:00 p.m. CST. The Chicago Zoological Society (the “Society”) is not responsible for lost, late, illegible, damaged, incomplete, misdirected or postage-due mail of entries. Sponsors, as defined below, are not responsible for any computer, telephone or mechanical error, entrant’s inability to access the official entry form/official rules on our Web site, injury or damage to participant’s or any other person’s computer related to or resulting from participation or downloading any material or any other error.
- All copies of entries submitted to the “Society” become the property of the “Society” and will not be returned, and no correspondence will be entered into by the “Society” to entrant. Entrants retain any and all copyrights in their entries.
- Entry photos must have been taken by the entrant and must be original, unpublished, suitable for publication (i.e., may not be obscene or indecent), and must not infringe the rights of any third party. By submitting an entry, entrants grant to the “Society” and its agents, successors, and assigns, and anyone authorized by them, a non-exclusive, perpetual, irrevocable, worldwide, royalty-free right and license the right to use, copy, reproduce, display, perform, distribute, modify, adapt, sell, publish and/or create derivative works based on or not use the entry in any way, in whole or in part in any and all media now known or later developed, including on the Society’s Web site, without geographic limitation or additional compensation, except if entrant is a resident of TN and where prohibited by law. Entrants consent to the “Society” doing or omitting to do any act that would otherwise infringe the entrant’s “moral rights” in their entries.

Eligibility

Open to residents of the U.S. Chicago Zoological Society (Brookfield Zoo), its employees, trustees, officers, and volunteers; Fisher-Price employees, American Airline employees; and advertising/public relations agencies (“Sponsors and their Agents”) and their immediate family members or persons living in the same household of Sponsors and their Agents are ineligible. No purchase is necessary to enter this contest.

Judging

One Grand Prize winner will be selected from all eligible entries received. In addition, entries will be judged in two age categories—adult (12 and older) and child (11 and under). A 1st, 2nd, and 3rd place winner will be selected in each age category. Contest winners will be notified by phone and/or mail on or about November 4, 2010. Return of any prize notification or prize as undeliverable will result in the prize being forfeited and an alternate winner selected. If winner cannot or will not accept a prize, the prize will be forfeited and an alternate winner may be selected.

Winners will be selected by a panel of independent photography professionals, the judges of the Contest whose decisions on winner selection are final and binding. Each entry will be ranked overall and in its age category based on the following criteria: 40% originality, 30% nature of the subject matter, and 30% clarity of the shot. In the unlikely event of a tie for any prize, the winner will be the entrant with the highest rank in the originality category. Winners (or if the winner is a minor under the laws of the state of his or her residence, then the winner's parent or legal guardian) shall be required to sign and return an affidavit of eligibility/liability and, except where prohibited by law, a publicity release within seven (7) days of the date of winner notification or any prize shall be forfeited and an alternate winner selected.

Prizes and Recognition

An awards reception will be held for Photo Contest winners at Brookfield Zoo on Saturday, November 13, 2010. Travel to and from the reception is the responsibility of winner.

Winning photos will be displayed at Brookfield Zoo through mid-December 2010 or such other date as the Society may decide in its discretion. A photo of the Grand Prize winner and his/her photo will be published in *Gateways*, Brookfield Zoo's members' publication. All winners and their photos will be posted on the Society's Web site, www.CZS.org after the winner has been selected and his/her eligibility for the prize has been determined. In addition, photos of winners will be sent to their local newspapers for possible publication.

Grand Prize — An airline voucher for round-trip main cabin air transportation for the winner and a companion to any destination in the continental United States (excluding Hawaii and Alaska) served directly by American Airlines — Approximate Retail Value ("ARV"): \$1,100. Actual value of prize may vary based on airfare fluctuations and distance between departure and destination and any difference in the estimated and actual value will not be awarded. Additional terms apply.

Adult Category Prizes

- 1st Place—Wild Encounters: Flippers and Fins and a copy of "Images of America—Brookfield Zoo and the Chicago Zoological Society"—ARV: \$421.99
- 2nd Place—Wild Encounters: Poolside with Penguins and a copy of "Images of America—Brookfield Zoo and the Chicago Zoological Society"—ARV: \$271.99
- 3rd Place—Brookfield Zoo Family Plus Membership and a copy of "Images of America—Brookfield Zoo and the Chicago Zoological Society"—ARV: \$129.99

Child Category Prizes

- 1st Place—Fisher Price® Package that featuring an assortment of toys and a copy of "Images of America—Brookfield Zoo and the Chicago Zoological Society"—ARV: \$271.99.
- 2nd Place—A \$75 Brookfield Zoo gift certificate and a copy of "Images of America—Brookfield Zoo and the Chicago Zoological Society"—ARV: \$96.99
- 3rd Place—A \$50 Brookfield Zoo gift certificate and a copy of "Images of America—Brookfield Zoo and the Chicago Zoological Society"—ARV: \$71.99

Total ARV - \$2365

Prizes courtesy of American Airlines, Fisher-Price, and the Chicago Zoological Society. All gift certificates expire one year from date of issue; additional terms apply.

All prizes will be awarded. Taxes on prizes, if any, are the sole responsibility of the winner. Grand Prize winner will be issued a 1099 tax form for the ARV of the prize. Any prize won by a minor will be awarded to his/her parent or legal guardian, who must sign all required documents. No prize substitutions or cash redemptions, except at the sole discretion of the Sponsor. Prizes are non-transferable.

General Terms

By entering, entrants agree to: (a) release the Sponsors and their Agents from all liability, injuries, loss and/or damage of any kind arising from their participation in the contest and the acceptance, possession and use/misuse of any prize; (b) agree to be bound by the Official Rules and the decisions of the judges; and (c) give his or her express permission to be contacted by the "Society" by email, mail or phone. By submitting an entry, entrant consents to the use of his/her name, photograph, likeness and entry photograph for advertising, promotional and educational purposes without additional compensation in all media whatsoever, whether or not now known, throughout the universe in perpetuity, (except if winner is a resident of TN or where otherwise prohibited by law). All federal, state and local laws and regulations apply. Contest is governed by laws of the state of Illinois without regard to its conflicts of law rules, and, by entering the Contest, the entrant hereby consents to venue and to the jurisdiction of the courts in Cook County, Illinois. Sponsors' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Removal from Future Mailings

To have your name and address removed from Sponsor's future mailings regarding sweepstakes, hand print your name, address, and a statement saying, "Remove me from all future mailing lists" on a piece of paper and mail it to: Brookfield Zoo, Removal Notification, 3300 Golf Road, Brookfield, IL 60513. Sponsors will process your request within 60 days.

Winners' List

For a list of the 2010 Photo Contest winners, send a self-addressed stamped envelope to: Public Relations Department, Photo Contest Winners, Brookfield Zoo, 3300 Golf Road, Brookfield, IL 60513. Requests must be postmarked by December 15, 2010.

Sponsors: Chicago Zoological Society, 3300 Golf Road, Brookfield, IL, 60513; American Airlines, Columbia Centre III, 9525 West Bryn Mawr, Suite 800, Rosemont, IL 60018; Fisher Price, 636 Grand Avenue, East Aurora, NY 14052.

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