

OFFICIAL RULES

NATIONAL WILDLIFE FEDERATION'S GREAT AMERICAN BACKYARD CAMPOUT TEAM FUNDRAISING CONTEST

1. **NO PURCHASE IS NECESSARY. ELIGIBILITY:** THE GREAT AMERICAN BACKYARD CAMPOUT TEAM FUNDRAISING Contest ("Contest") is only open to legal residents in one (1) of the fifty (50) United States or the District of Columbia (void in Puerto Rico, all U.S. territories and possessions and all overseas military installations) at the time of entry. Employees of National Wildlife Federation ("the Company") its, directors, officers and prize suppliers (collectively, the "Contest Entities"), and each of their immediate family members and/or those living in the same household (whether legally related or not) of each are not eligible to enter or win. For the purpose of this Contest, family members are defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren. Void where prohibited by law.
2. **HOW TO ENTER:** Must be a team registered of the Great American Backyard Campout on <http://www.nwf.org/Get-Outside/Great-American-Backyard-Campout.aspx> (www.backyardcampout.org) Team size must be two (2) or more registered participants per team. Team members can be your family, friends or co-workers. Once a team has registered, the team may solicit donations to the GABC website through the various methods provided by the GABC website. Funds can be raised online or mailed to NWF via USPS. Funds raised online are automatically directed to NWF through the participant's Participant Center. For funds raised offline (money raised by a participant and the donor has sent the participant a check), please use the form located in the Participant Center (printable donation form). Mail to NWF, ATTN: Great American Backyard Campout, 11100 Wildlife Center Drive, Reston, VA 20190.
3. **CONTEST ENTRY PERIOD:** Entrants must be registered as a team by Friday, May 25, 2012, at 12:00AM Eastern Standard Time (EST) (including all retroactive team entries from February 1, 2012 and ends when the first team raises Five Hundred Dollars (\$500.00) by July 31, 2012 11:59PM ("Entry Period"). Company assumes no responsibility for lost, late, misdirected, illegible or mutilated entries or for any computer, online, telephone, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, availability, garbled or jumbled transmissions, service provider, Internet, web site, or other accessibility or availability issues, traffic congestion, or unauthorized human intervention, or any technical malfunctions that may occur. Entrants shall be the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain name associated with the submitted email address.
4. **JUDGING:** The winner will be the first team to raise Five Hundred Dollars (\$500.00) by July 31, 2012 at 11:59 PM. Prizes will be mailed to the Team Captain listed for the team. By participating, entrants agree to be bound by the Official Rules and the decisions of the judges, which shall be final and binding in all respects. Odds of winning depend on the total number of eligible entries received. All prizes will be awarded. Grand Prize winner will be announced on the Company's Facebook, website, and/or through email.
5. **PRIZES:** One (1) Grand Prize will be awarded to the winning Team. The Grand Prize will be five (5) Coleman Kerosene Lanterns. Approximate retail value of each lantern is Ninety Dollars

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(\$90.00), a total of Four Hundred Fifty Dollars (\$450.00). Grand Prize will be mailed to the Team Captain at the address used when registering as a Team. Please allow six to eight (6-8) weeks for delivery. The Grand Prize cannot be exchanged for cash, and cannot be used in conjunction with any other promotion. Company reserves the right to substitute prize and/or a prize of any value in the event the offered prize is unavailable. No substitution or transfer of prize permitted except as provided herein. Grand Prize Winner is responsible for all taxes and fees associated with prize receipt and/or use. (THE VALUE OF THE PRIZE MAY BE TREATED AS INCOME TO EACH WINNER AND A WINNER MAY BE RESPONSIBLE FOR REPORTING AND PAYMENT OF ALL APPLICABLE TAXES. WE ENCOURAGE YOU TO CONSULT YOUR TAX ADVISOR TO DETERMINE HOW WINNING THIS PRIZE MAY AFFECT YOUR TAX OBLIGATIONS).

6. **GENERAL CONDITIONS.** In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Company may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) award the prizes at random from among the eligible entries received up to the time of the impairment. The Company reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Company reserves the right to seek damages from any such person to the fullest extent permitted by law. The Company's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In case of a dispute as to the owner of an entry, entry will be deemed to have been submitted by the authorized account holder of the screen name from which the entry is made. The authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.
7. **LIMITATIONS OF LIABILITY.** Contest Entities are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the registration process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of registrations, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Contest Entities are not responsible for misdirected or undeliverable donations or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. **ALL PRIZES ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).**
8. **GOVERNING LAW/JURISDICTION.** The Contest and these Official Rules are governed by and shall be construed in accordance with the laws of the Commonwealth of Virginia. All

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applicable federal, state, and local laws and regulations apply. Except where prohibited, as a condition of participating in this Contest, each entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, exclusively, before a court of competent jurisdiction located in the Commonwealth of Virginia, which court shall apply the laws of the state of Virginia without regard for rules of conflicts of law. In any such dispute, participant shall, under no circumstances, be entitled to claim punitive, incidental, or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (if any) associated with participating in the contest, and participant hereby waives all rights to have damages multiplied or increased.

9. **WINNERS LIST.** For the name of the winners, mail a self-addressed, stamped envelope to: NATIONAL WILDLIFE FEDERATION, 11100 Wildlife Center Drive, Reston, VA 20190 (Attn: Great American Backyard Campout Winner's List). Requests for the name of the winners must be received by August 31, 2012.
10. **WINNER NOTIFICATION.** The Grand Prize winner will be notified via the Team Captain's email, U.S. mail, telephone, and/or by overnight courier using the information provided on the registration form. The Grand Prize Winners will be required to respond to the notification or the Grand Prize may be forfeited. Company will not be liable for unsuccessful efforts to notify the winners. Decisions by Company of winner eligibility, notification, and acceptance or disqualification will be final and binding. Failure to comply with these Official Rules may result in disqualification. Winner will be posted on the Company's Facebook, website, and/or through email
11. **PRIVACY POLICY.** By providing your personal information, such as address, phone number, email, at time of entry, entrant agrees to receive further communications from the Company regarding services, incentives, offers, promotions, or other messaging related to the Company's services. Any information collected from the Contest shall be used only in a manner consistent with the consent given by the entrant at the time of entry, with these Official Rules, and the Company's Privacy Policy found at <http://www.nwf.org/About/Privacy-Policy.aspx>.