

# 2011 I AM THE CURE<sup>®</sup> Cure Leader Chant Competition Official Rules – Tulsa Affiliate Susan G. Komen for the Cure

**1. Eligibility:** 2011 I AM THE CURE<sup>®</sup> Cureleader Chant Competition ("Contest") is open to all legal residents of the state of Oklahoma. Employees of Tulsa Affiliate of Susan G. Komen for the Cure<sup>®</sup> ("Sponsor") and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, and web site providers/web masters, and members of their immediate family (spouse, parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter. Void where prohibited by law. The Contest is subject to all applicable federal, state, and local laws and regulations.

**2. To Enter:** Contest begins on June 13, 2011, at 12:01 AM Eastern Time ("ET") and ends on September 1, 2011, at 11:59 PM ET ("Promotion Period"). During the Promotion Period, enter the contest by video recording and uploading your chant video onto our YouTube Channel. After uploading your video to your own YouTube account, go to [www.youtube.com/KomenTulsa](http://www.youtube.com/KomenTulsa), click on "I AM THE CURE Cheer Contest" and select "Join Group." You will need a Gmail email address or valid YouTube username and password to join the group. After you have joined, select "Submit a Video" and paste the URL of your video into the form. Include your full name and email address in the "Comments" field. Contestants who enter will be notified if they are the winning entry via email. Entries will be judged by application and relevance to breast health, creativity, and linguistic adaptability. All chants must end with the phrase, "I AM THE CURE!" All entries must be posted on the Komen Tulsa YouTube Group by September 1, 2011, at 11:59 PM ET to be eligible. There is no entry limit. All entries become the property of Sponsor and will not be returned. Chant must (i) be entrant's own original work, (ii) be in English or Spanish, (iii) cannot be previously published or submitted in connection with any other promotion, (iv) be in keeping with the Sponsor's image and (v) not contain any vulgarity or otherwise be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third-party rights. Sponsor reserves the right to disqualify any entry that it determines, in its sole discretion, is offensive or inappropriate, not in keeping with Sponsor's image or that is otherwise not in compliance with these Official Rules.

**OWNERSHIP/USE OF ENTRIES:** By submitting an entry, each entrant agrees Sponsor shall own the entry (including chant) submitted (including all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the entry (including chant) and all elements of such entry, including, without limitation, the names and likenesses of any persons embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party. Entrant agrees to take, at Sponsor's expense, any further action (including, without limitation, execution of affidavits and other documents) requested by Sponsor to effect, perfect, confirm, evidence and/or record Sponsor's ownership rights in the entry (including chant).

**3. Winner Selection & Notification:** One (1) potential winner will be selected by the Affiliate Board of Directors and Komen Tulsa staff by September 16, 2010, from all eligible entries received. Odds of winning depend on the number of eligible entries received. Potential winner will be notified by telephone, mail and/or e-mail and may be required to execute an Affidavit of Eligibility, a Liability Release, and, unless prohibited, a Publicity Release within seven (7) days of date of issuance. Return of notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsor to contact the potential winner within a reasonable time period or noncompliance with these Official Rules by the potential winner will result in disqualification.

**4. General Conditions:** By entering Contest, entrants agree to (i) be bound by these Official Rules and the decisions of the Sponsor and judges, which are final and binding in all matters, (ii) the use by Sponsor or its designees of their names, cities and states of residence, entries and likenesses for advertising and promotional purposes, worldwide, and in perpetuity, in any and all forms of media, now known or hereafter devised without compensation, notification or permission, except where prohibited by law, and (iii) release, indemnify, and hold harmless Sponsor and their respective parents, affiliates, subsidiaries, representatives, distributors, advertising and promotion agencies, and web site providers/web masters (collectively, "Released Parties") from any injuries/losses/damages/claims/actions and any liability of any kind resulting, in whole or in part, directly or indirectly, from participation in the Contest or acceptance/possession/use/misuse or nonuse of the prize (including any travel or activity related thereto). Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, illegible, or garbled entries or chants, or for postage-due mail; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether technical, computer, mechanical, printing, typographical, human or other errors relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration of the Contest, the creating of chants, the processing of entries, or in any Contest related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. If in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if computer viruses, bugs, worms, unauthorized intervention or other causes compromise or affect the administration, integrity, security, fairness, or proper conduct of the Contest, Sponsor in its sole discretion reserves the right to disqualify any individual who tampers with the entry process and/or void any entries and/or chants submitted fraudulently, to modify or suspend the Contest, or to terminate the Contest and conduct a random drawing to determine the winner from all eligible non-suspect entries received as of such termination. Any attempt by an entrant or any other individual to deliberately damage the website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages and other remedies (including attorneys'

fees) from any such person to the fullest extent permitted by law. In the event of a dispute as to who submitted any entry, the authorized account holder of the email address used to participate will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

**6. Winner's Name:** For the name of winner, available after September 25, 2010, mail a self-addressed stamped envelope to: 2010 I AM THE CURE<sup>®</sup> Cureleader Chant Competition Winner, 5110 South Yale Avenue, Suite 415, Tulsa, Oklahoma, 74135, for receipt no later than October 31, 2010.

**7. Sponsor:** Tulsa Affiliate Susan G. Komen for the Cure, 5110 South Yale Avenue, Suite 415, Tulsa, Oklahoma, 74135.