

Laurelton Mall Beautification Contest

CONTEST PERIOD: Laurelton Mall Beautification Contest will run from May 2019 to August 31st, 2019.

ELIGIBILITY: This Contest is open to Laurelton, Queens residents representing their residential blocks, 21 years of age or older, with internet access and photo uploading capability. Each entry must be submitted with the support (by petition or letter) of at least 50% of the households located on the residential block of entry. Key criteria of each entry must include manicured mall, beautification, originality and creativity. The upkeep of the mall must reflect the efforts of the residents themselves. **Each entry must have had submitted an email of interest, followed by a petition/letter of support to *LaureltonOperationCleanUp@gmail.com* by August 31st, 2019.**

HOW TO ENTER: During the Entry Period, there are four (4) ways to enter:

1) Enter Via Contest Website: Entrants can visit www.laurelton.nyc (the “Website”), post a photo including the Mall location and illustrating why their Mall is “Laurelton’s Best” in order to become eligible for Contest judging.

2) Enter Via Facebook: Entrants who enter via Facebook will be required to post a photo to @Laureltonnyc including the Mall location and illustrating why their Mall is “Laurelton’s Best” and include the hashtags #LaureltonsBestMall, #LaureltonPride and #OperationCleanUp in order to become eligible for Contest judging. Entrants must ensure that their Facebook account settings are “public” so that the entrant’s photo submission is viewable by Laurelton Operation Clean Up. Creating a Facebook account is free. By creating an account however, entrants will be required to agree to the Facebooks terms of service and privacy policy.

3) Enter Via Twitter: Entrants who enter via Twitter will be required to tweet a photo to @Laureltonnyc including the Mall location and illustrating why their Mall is “Laurelton’s Best” and include the hashtags #LaureltonsBestMall, #LaureltonPride and #OperationCleanUp in order to become eligible for Contest judging. Entrants must ensure that their Twitter account settings are “public” so that the entrant’s photo submission is viewable by Laurelton Operation Clean Up. Creating a Twitter account is free. By creating an account however, entrants will be required to agree to the Twitter terms of service and privacy policy.

3) Enter Via Instagram: Entrants who enter via Instagram will be required to post a photo to @Laureltonnyc including the Mall location and illustrating why their mall is “Laurelton’s Best” and include the hashtags #LaureltonsBestMall, #LaureltonPride and #OperationCleanUp in order to become eligible for Contest judging. Entrant must ensure that their Instagram account settings are “public” so that the entrant’s photo submission is viewable by Laurelton Operation Clean Up. Creating an Instagram account is free. By creating an account however, entrants will be required to agree to the Instagram terms of service and privacy policy.

Limit one (1) Contest entry per residential Mall, regardless of means of entry. If it is discovered that an entrant has attempted to enter with multiple e-mail addresses, social media accounts or under multiple identities, or uses any other method or device to enter multiple times over the course of the Contest Period, such entrant will be disqualified. Entrants are solely responsible for internet connectivity, software and/or hardware that may be required in order to submit an entry. All entries must be submitted in accordance with these Official Rules; no other method of entry into this Contest will be permitted. **Entries will not be acknowledged or returned.** Entries must be made by an individual, block association, or organization representing a residential block. By participating in the Contest, you fully and unconditionally agree to abide

by and be bound by these Official Rules and the decisions of Laurelton Operation Clean Up, which shall be final and binding in all matters related to the Contest.

ENTRY REQUIREMENTS: Entries may not contain, as determined by Laurelton Operation Clean Up, in its sole discretion, any content that:

- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous;
- promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group;
- defames, misrepresents or contains disparaging remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others);
- contains any personal identification, such as personal names, license plate numbers, street addresses or e-mail addresses;
- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), except for Better Homes and Gardens elements which may only be used for this Contest in accordance with these Official Rules);
- contains materials embodying the names, likenesses, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- contains any individual other than the entrant
- communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or
- violates any law.

JUDGING AND WINNER SELECTION: All eligible entries received will be judged and narrowed down to select five (5) finalists by a panel of qualified judges based on the following criteria: 40% aesthetic quality of project, 30% creativity of project and 30% personality of project. Candidates are judged solely on the total exterior appearance of their Mall. Factors include overall appearance, tidiness of the mall as evidenced by pruned, trimmed and shaped foliage, edged and defined lawns, borders & flower beds and a visually appealing façade. The five (5) entries with the highest total score will be deemed finalists and proceed to the voting phase outlined below. In the event of a tie, an additional, “tie-breaking” judge will determine the finalist(s) based on the criteria listed herein. Sponsor reserves the right to advance fewer than five (5) finalists to the voting phase if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries.

PUBLIC VOTING PHASE: All finalist photos will be posted on www.laurelton.nyc for voting from 8/31/19 at 12:00 a.m. ET to 9/3/19 at 11:59 p.m. ET (the “Voting Period”). There will be a limit of one (1) vote per person (with a valid e-mail address) per day. Votes received from any person or email address in excess of the above-stated limitation will be void. Finalists are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by Sponsor in its sole discretion. At the conclusion of the Voting Period, the three (3) finalists receiving the highest number of votes will be deemed the potential 1 prize winner. The finalist receiving the second highest number of votes will be deemed the potential second prize winner. The finalist received the third highest number of votes will be deemed the potential third

prize winner. In the event of a tie, a qualified panel of judges will determine the winner in question from among the tied entries based on the “creativity of project” criterion specified above. Decisions of judges are final and binding in all respects. All results are unofficial until verified by Laurelton Operation Clean Up.

WINNER NOTIFICATION: Potential winners will be notified via email and will be required to attend the Laurelton Operation Clean Up recognition ceremony on Saturday, September 7th to claim the prize. If winner does not respond to the winner notification or if Laurelton Operation Clean Up is unable to contact any potential winner or any potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Laurelton Operation Clean Up’s discretion, a runner-up may be selected for the applicable prize.

GRAND PRIZE (3): One (1) grand prize winner will receive a LOWES Gift Card in the amount of \$500, One (1) second prize winner will receive a LOWES Gift Card in the amount of \$250, and One (1) third prize winner will receive a LOWES Gift Card in the amount of \$100,

Prizes are awarded “as is” with no warranty or guarantee express or implied by Laurelton Operation Clean Up. Winners may not substitute, assign or transfer prize or redeem prize for cash. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Laurelton Operation Clean Up’s sole discretion. Released Parties (as defined below) disclaim all and any liability for the actual provision, quality or nature of any third-party product or service accepted by the winners. The awarding of any prize is contingent upon full compliance with these Official Rules.

LICENSE/USE OF ENTRIES: By submitting an Entry, and to the extent allowed by law, you grant the Released Parties a perpetual, worldwide, royalty-free, non-exclusive, sub licensable, unconditional and transferable license to edit, modify, cut, rearrange, add to, delete from, reproduce, encode, store, modify, copy, transmit, publish, post, broadcast, display, adapt, exhibit and/or otherwise use or reuse your Entry, name, photo, and biographical material including, but not limited to, all materials submitted in connection with the Contest in any and all media, throughout the world, and in any manner, for trade, advertising, promotional, commercial, or any other purposes without further review, notice, approval, consideration, or compensation to entrant or any third party.

RELEASES: By participating in this Contest, entrants agree to release Laurelton Operation Clean Up and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion of the Contest and each of their respective parents, agents, affiliates, subsidiaries, advertising and promotion agencies, and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the “Released Parties”) from any and all actions, claims, injury, loss or damage arising in any manner, in whole or in part.

For additional questions, please email LaureltonOperationCleanUp@gmail.com.

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