

SUPER HEART-HERO VIDEO CONTEST

Are you and your friends great storytellers who like to make videos? Help the American Heart Association raise awareness for heart disease and stroke by participating in a social media video contest! It's easy, just follow these steps:

STEP 1

THINK OF A GREAT STORY

Do you know a Super Heart-Hero in your community?

What makes someone a real-life super hero?

The winning video will tell an inspirational and emotional story about what it means to be a super heart-hero.

A super heart-hero is someone who shows courage and strength in the face of adversity as a survivor, helps others live healthier lives, and/or is a champion in the community for healthy hearts & brains!

Woooooow!!

STEP 2

FILM YOUR VIDEO

(PRO TIP - BE CREATIVE!)

It is I,
Dr. Heart
Saver!

POST YOUR VIDEO ON
Instagram or Facebook
using the hashtag
#BoiseHeartHeroes

YEAH!!

STEP 3

ENTER TO WIN

The winning video will be shown at the annual Boise Go Red for Women event with prizes and awards given to the winning student team!

DEADLINE
FOR SUBMISSION
MARCH 22, 2019



American
Heart
Association.

**American Heart Association's
Super Heart-Hero Video Contest
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN.

OPEN ONLY TO LEGAL RESIDENTS OF THE BOISE, IDAHO METRO AREA, IN GRADES SIXTH THROUGH TWELFTH AND AT LEAST THIRTEEN YEARS OF AGE, WITH PARENTAL PERMISSION. PRIZE WILL BE AWARDED IN THE NAME OF ENTRANT'S PARENT OR LEGAL GUARDIAN.

1. **Promotion Period:** The Super Heart-Hero Video Contest (the "Promotion") begins December 10, 2018 at 12:00 a.m. Central Time ("CT") and ends March 22, 2019 at 11:59 p.m. CT (the "Promotion Period").

2. **Eligibility:** Open to legal residents of the State of Idaho, who are students in grades 6th through 12th as of date of entry. Those less than 18 years of age may participate only with parental/guardian approval and such approval may be revoked by the parent/guardian at any time. Employees of the American Heart Association (the "Sponsor"), and their immediate family members and/or those living in the same household are not eligible to participate or win.

For this purpose, "immediate family" includes the spouse, parents, grandparents, great-grandparents, brothers, sisters, children, grandchildren, and great-grandchildren of the employee and his/her spouse. This definition also includes a) "step" and adoptive relationships, b) individuals for whom an employee is the current legal guardian and c) individuals who are not legally related but who reside with an employee.

3. **How To Enter:** During the Promotion Period, you may enter by uploading an original inspirational video on Facebook or Instagram with the hashtag "#BoiseHeartHeroes". Any person that appears in the video that is under the age of eighteen must have permission from their parent or guardian. **SUCH ENTRY MAY BE REVOKED BY A PARENT OR GUARDIAN AT ANY TIME PRIOR TO THE DETERMINATION OF A WINNER.** Limit one entry per person. In the event of a dispute as to the identity of an Entrant, the Entrant will be deemed the name appearing on the entry. The entry must: 1) be complete to be eligible; 2) be the property of the Entrant. Sponsor has the sole discretion to determine whether a Submission qualifies. Any entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified. By entering, you understand and agree that your Submission may (in Sponsor's sole discretion) be used in any manner Sponsor deems appropriate.

4. **Entry Requirements:** Videos will be judged based on creativity and strength of message. The winning video will tell an inspirational and emotional story about what it means to be a super heart-hero. A super heart-hero is someone who shows courage and strength in the face of adversity as a survivor, helps others live healthier lives, and/or is a champion in the community for healthy hearts and brains (the "Judging Criteria"). Decisions of judges will be made on March 31, 2019 and the winner will be promptly notified by email or direct message. The decision of the judges will be final and binding in all respects. Judges will be independent of Sponsor. Odds of winning will depend on the number of qualifying entries. By entering, your parent or legal guardian agrees to waive any rights you may have to the entry submitted. The entry must not contain obscene, profane, lewd, defamatory or inappropriate content, or be disparaging to Sponsor, as determined in Sponsor's sole discretion. Entries must be in

keeping with Sponsor's image and may not be offensive, as determined by Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. Entrants may not copy or otherwise plagiarize from any source. All entries must be the sole, original work of the Entrants. Any entry or portion thereof that is, in the Sponsor's sole discretion, obscene, profane, lewd, defamatory, inappropriate, disparaging, offensive or contains proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable, will not be considered and may disqualify the Entrant. Entries should not contain any third party materials, or otherwise violate or infringe (or possibly infringe) any copyright, trademark, logo, mark that identifies a brand. Sponsor may blur or black out the infringing material, in their sole discretion. Entries become the property of the Sponsor and will not be acknowledged or returned. Entrants and winner acknowledge and agree that their entries become the property of the Sponsor, which thereby has the right to edit, adapt, modify, reproduce, promote and otherwise use entries in any way it sees fit.

5. Prizes and Approximate Retail Values ("ARVs"): There will be one winner of the Promotion. The Prize consists of an invitation to the 2019 Boise Go Red for Women luncheon at the Boise Centre on April 3, 2019. The estimated fair market value of the Prize is \$150, but the actual value may be more or less.

Prizes are awarded "as is" without any warranty or guaranty of any kind. Limit one (1) Prize per person. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value in the event the prize is unavailable.

6. Publicity: By entering, each entrant hereby grants to the AHA a perpetual, worldwide, royalty-free right and license to publicize, broadcast, display and/or otherwise use the entrant's first name, image, likeness, voice, biographical and personal background information, and statements, and, without limitation, any notes, photograph, film, or video or audio tape that may be taken of the Entrant or that are embodied in the materials submitted to the AHA (collectively, "Licensed Rights"), in any media now known or hereafter devised throughout the world in perpetuity for advertising, promotion and publicity purposes, without additional review, compensation, permission or approval. Any Licensed Rights granted may be revoked only by written notice by an entrant's parent or guardian.

7. General Rules: Prize winners will be notified via email and will be provided directions. The winners then must accept the prize within three (3) days then follow the directions to claim the prize, including providing proof of a parent or guardian's consent to accept the prize, or the prize will be forfeited and Sponsor will have no further obligation to such winner and an alternate winner may be selected. In the event the winner forfeits the prize, an alternative winner will be selected based on the same criteria herein. Return of prize/prize notification as undeliverable or failure to reply may result in disqualification and alternate prize winner will be selected. Prizes are nontransferable and no cash substitutions are allowed except by the Sponsor, who reserves the right to award a prize of equal or greater value. Winners and all Entrants and their parents or guardians, as a condition of entry, agree to release and hold harmless Sponsor its officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Promotion (collectively the "Released Parties") from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Promotion, the receipt, ownership or use of prize

awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in the Promotion or use or redemption of the prizes. Acceptance of prize constitutes permission to use winners' names, likenesses, entries for promotional purposes (including any possible public relations opportunities) without further compensation except where prohibited by law. By entering, Entrant accepts and agrees to be bound by these Official Rules. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Promotion; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. Sponsor reserves the right to cancel, terminate or modify the Promotion if it cannot be completed as planned for any reason. Void where prohibited by law and subject to all federal, state and local laws. As a condition of entering the Promotion, Entrant (or parent/legal guardian if entrant is a minor in his/her state of residence) agrees that: 1) under no circumstance will entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with the Promotion, or prizes awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event will Entrant be entitled to receive attorneys' fees or other legal costs.

7. **Winner's List:** For the names of the winners send a stamped, self-addressed envelope by May 31, 2019, to: American Heart Association, 816 Figueroa Street, Los Angeles, CA 90017.

8. **Sponsor/ Administrator:** The Sponsor of the Promotion is The American Heart Association, 7272 Greenville Avenue, Dallas, TX 75231-4596.

9. **Privacy:** Personal information collected in connection with the Promotion will be used in accordance with Sponsor's privacy policy, available at http://www.heart.org/HEARTORG/General/Privacy-Policy_UCM_300371_Article.jsp#.WpBI8oPwaUk.