

Quest to Recycle on the Go Official Rules and Regulations – for Organizers **Coordinated by Keep America Beautiful (KAB)**

Rules are subject to change throughout the iROGO contest (“quest”) based on new and updated social media applications. **Twitter is not a sponsor of this quest.** KAB staff is not responsible for late entries or entries that do not meet the criteria below.

1. Eligibility Requirements:

No Purchase Necessary. Void where prohibited. Each entrant must be 18 with a valid driver’s license or other government-issued identification. Employees of Keep America Beautiful, their licensees and subsidiaries, advertising and promotion agencies (collectively, the “Released Parties”) are ineligible.

2. How to Enter to Win Event Organizer Prizes:

Organizer entrants must create or use an existing Twitter account to participate in the quest. Twitter activity related to the organizer’s event will count as “chatter.” The event with the most chatter wins. Organizer entrants must follow @iROGO on Twitter to allow KAB staff to track chatter. Organizer entrants must also designate a hashtag specific to their event to allow attendees to refer to that event. Organizer-generated and individual-generated tweets will both count.

See *Organizer How-To* for help using Twitter.

3. What counts as chatter:

Chatter from you, the organizer:

- Photos of people recycling at your event uploaded to Twitter by the event organizer.
- Tweets by you that use the hashtag #iROGO **and** the hashtag you specify for your event.

Chatter from individual event attendees:

- Photos of people recycling at the event uploaded by event attendees
- Tweets by attendees that use the hashtag #iROGO **and** the designated event hashtag.

4. Specifications for photo entries:

- (a) All photos uploaded to Twitter by attendees (rather than the organizer) must use the hashtag #iROGO **and** an event-specific hashtag designated by the event organizer. Event organizers are responsible for communicating their hashtags to event attendees.
- (b) All photo Tweets uploaded by event organizers must use the hashtag #iROGO.
- (c) **Group photos:** Tweeted photos of multiple people recycling on the go will only count once. However, if a second individual tweets a second photo of the same group of people, both photos will count. In other words, if a group of three friends want to be in a recycling photo together, each of the three must take a separate photo and write a separate tweet in order to count three tweets rather than one. Re-tweets will not count as chatter.

5. Winner Selection Timelines:

- a. **Score a touchdown for recycling phase:** Thursday, October 27- Monday, November 21. Entrants must tweet all entries between 8 a.m. October 27 and 5 p.m. November 21 (Eastern time).
- b. **Don’t Fool with Recycling Phase:** Thursday, March 29- Monday, April 23

Entrants must tweet all entries between 8 a.m. March 29 and 5 p.m. April 23 (Eastern time).

- c. **Spring into Action Phase:** Thursday, May 17- Monday, June 4
Entrants must tweet all entries between 8 a.m. May 17 and 5 p.m. June 4 (Eastern time).
- d. **Red, White and Green Phase:** Thursday, June 28- Monday, July 9.
Entrants must tweet all entries between 8 a.m. June 28 and 5 p.m. July 9 (Eastern time).

KAB staff will determine and contact the top two organizers within two weeks after the end of each phase. Winners must respond to the communication within 72 hours with a mailing address to receive prizes. If Keep America Beautiful (KAB) staff does not hear from a winner within 72 hours of first contact, or if the winner declines the prize, staff will select another winner. KAB staff will ship prizes after receiving all winners' mailing addresses for each phase.

6. Prizes:

The two organizers with the most chatter, per phase, as described above, will win a \$50 Visa gift card.

All prizes are non-transferable and no substitution or cost equivalent is allowed. Prizes do not include applicable taxes, nor do they include any other item not specifically named in this document. Such items are the responsibility of the winner. Prizes are not exchangeable for cash. Prizes will be mailed to the winners.

7. General Conditions:

- By entering this quest, the winner(s) consents to the use of his/her name and/or likenesses for promotional purposes without further compensation, except where prohibited by law.
- Winner(s) must meet all criteria in these rules or face forfeiture of prizes, based upon the decision of KAB staff.
- Winner(s) may be required to sign an affidavit of eligibility.
- Released Parties assume no responsibility or liability for damages, losses, or injury resulting from acceptance or use of any prize.
- Additional inquires should be directed to irecycleonthego@gmail.com.

8. General Liability Release:

Entrants agree that KAB (a) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Quest or any Quest-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of the prize(s), and (b) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize(s), including, without limitation, to such prize's quality or fitness for a particular purpose.

9. Winner's List:

The names of the winners for each phase may be obtained two weeks after the phase ends by sending a stamped, self-addressed envelope to iROGO Competition Winners List/Keep America Beautiful/ 1030 15th St NW, Suite 490 W/ Washington, D.C. 20005 or by emailing irecycleonthego@gmail.com.