

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

Rules are subject to change throughout the 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:

No Purchase Necessary. Void where prohibited. There is no limit to the number of entries per person. 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 Individual Prizes:

The quest provides entrants with the opportunity to win a prize for recycling on the go. Individuals must enter by using Twitter to communicate where they recycled on the go. All entries must be submitted within one of the four specified phases of the quest (See below for dates). All entries, with or without photos, must specify in writing where (an event or location) the entrant recycled.

Individuals may enter in one or more of the following ways:

- Tweet a photo using the hashtag #iROGO. Entrants must also tell where they recycled in the same Tweet.
- Write a tweet specifying where the entrant recycled on the go. Tweet must include the hashtag #iROGO.

Each unique Tweet will count as a separate entry (i.e. an additional chance to win).

### 3. Specifications for photo entries:

- a. Photo must be of an away from home recycling bin. Bin need not be provided by a Keep America Beautiful grant program.
- b. Photos must be submitted within one of the phases specified below.
- c. Entrant must use hashtag #iROGO and specify where (either an event or a location) he or she is photographed recycling. If entrant is at an event that is promoting iROGO, ask what the designated hashtag is and include it in the tweet.

Example tweets:

#### If there is no designated hashtag for the event/location:

- “Here I am recycling at the first New England Patriots game of the season. #iROGO” [include photo]
- “Recycling my water bottle on the way out of the movie theater in downtown D.C. #iROGO”

#### If there is a designated hashtag for the event:

- “Having a great time at the #mainstateboatshow and recycling, as always. #iROGO!”

Retweets and group photos:

- Retweets do not count towards individual prize eligibility. Only the original tweeter is eligible for prizes.
- If an individual is in a Twitter picture with multiple people, he or she is not automatically entered to win. Only the original tweeter of the photo is eligible. If a person in a group photo wants to enter, he or she must take a separate photo and tweet it from his or her own Twitter account.

#### 5. Winner(s) 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 randomly select and contact five winners within two weeks 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 randomly select another winner. KAB staff will ship prizes after receiving all winners' mailing addresses for each phase.

#### 6. Prizes:

Five randomly selected individual entrants per phase will win a \$15 iTunes 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](mailto: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 15<sup>th</sup> St NW, Suite 490 W/ Washington, D.C. 20005 or by emailing [irecycleonthego@gmail.com](mailto:irecycleonthego@gmail.com).