

THE MAKE A DIFFERENCE DAY GIFT CARD GIVEAWAY

OFFICIAL RULES

1. **Eligibility.** Subject to the additional restrictions below, the **Make A Difference Day Gift Card Giveaway** (the "Sweepstakes") is open to U.S. residents (excluding Puerto Rico) who are 13 years or older at the time of entry. Employees and contractors of **USA WEEKEND** ("Sponsor"), Gannett Co., Inc., Points of Light Foundation, and Newman's Own, and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees or contractors, are not eligible to enter or to win.

2. **How To Enter.** The Sweepstakes will begin at 12:00 p.m. (E.T.) on September 8, 2014 and end at 11:59 p.m. (E.T.) on October 12, 2014 (the "Sweepstakes Period"). Enter by visiting the Make A Difference Day website project registration page on www.makeadifferenceday.com/ and completing all of the required information and following all posted instructions to register your project. Complete the form and any other required fields, enter "GIFT" in the promo code box, and then submit by clicking on the "SAVE" button. Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer needs to be disabled so that it doesn't interfere with processing your entry.

Only one (1) project registration per person will be accepted for this Sweepstakes. By entering, you agree to the terms of these Official Rules and to receive e-mails from Sponsor or those directed by Sponsor. You can opt-out of the receipt of such e-mails by following the directions on the Sweepstakes website or in any email received from Sponsor. All entries become property of Sponsor and none will be returned.

3. **Winner Selection.** A total of five (5) winners will be selected; one (1) per week during the Sweepstakes Period. On or about 9/15/2014, 9/22/2014, 9/29/2014, 10/6/2014 and 10/13/2014, one (1) prize winner will be selected in random drawings from among all eligible entries received as of 11:59 p.m. the day prior to each drawing.

4. **Prizes and Odds.** Each of the five (5) winners will receive a \$100 Target gift card (ARV: \$ 100). Odds of winning depend on the number of eligible entries received.

5. **Winner Notification and Acceptance.** Winners will be notified on or about 9/15/2014, 9/22/2014, 9/29/2014, 10/6/2014 and 10/13/2014 at the email address provided on the project registration form. Winners must respond to the email notification within 48 hours. Failure to respond within such time period or return of email prize notification as undeliverable or failure of winner to respond to the email notification may result in disqualification and an alternate winner may be selected from among all remaining eligible entries. Winners may waive their right to receive prizes. Prizes are nonassignable and nontransferable. No substitutions allowed by winner. Prizes are not redeemable for cash. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners may be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned as directed by Sponsor. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

6. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor. In the event the Sweepstakes is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right in its sole discretion to suspend, modify or

terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Sponsor will not be responsible for incomplete, lost, late, postage-due, misdirected or illegible entries (either photos or ballots), poor quality photos, or for failure to receive entries or votes or other electronic communications due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. The authorized account holder of the e-mail address submitted at time of entry will be considered the entrant. An "authorized account holder" shall mean the natural person assigned to such e-mail account by the Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with such e-mail account. A potential winner may be requested to provide proof that he or she is the authorized account holder of the e-mail address associated with a winning entry. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries or votes submitted by the owner of an ISP account shall be determined by Sponsor in its sole discretion.

7. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

8. **Sponsor.** The **Make A Difference Day Gift Card Giveaway** is sponsored by USA WEEKEND Magazine. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes. For a list of winners (available after October 20, 2014) or a copy of these Official Rules, visit makeadifferenceday.com or send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), Make A Difference Day Gift Card Giveaway, 7950 Jones Branch Drive, McLean, VA 22108. If you have any questions regarding this Sweepstakes, please contact Angela Henry at diffday@usaweekend.com.

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. SUBJECT TO APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.