

## THE MAKE A DIFFERENCE DAY “MINI”GIVEAWAY OFFICIAL RULES

1. **Eligibility.** Subject to the additional restrictions below, the **Make A Difference Day Mini Giveaway** (the “Sweepstakes”) is open to legal U.S. residents of the 50 States or District of Columbia (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, 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 October 1st, 2014 and end at 11:59 p.m. (E.T.) on October 20, 2014 (the “Sweepstakes Period”). Enter by visiting the Make A Difference Day Facebook page and post a comment, share, or like one of the posts about this Sweepstakes. Only three (3) posts by an entrant will be accepted for this Sweepstakes.

Multiple entrants are not permitted to share the same email address or Facebook ID. Sponsor will not be responsible for incomplete, lost, late, misdirected or illegible entries. 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 in any email received from Sponsor. All entries become property of Sponsor and none will be returned.

3. **Winner Selection/Prize/Odds.** One (1) will be randomly selected on or about 10/21/2014, from among all eligible entries received as of 11:59 p.m. the day prior to the drawing. Winner will receive an iPad Mini (ARV: \$299). Odds of winning depend on the number of eligible entries received.

4. **Winner Notification and Acceptance.** Winner will be notified on or about 10/21/2014 via post or message on Facebook. Winner 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 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, misdirected or illegible entries or for failure to receive entries 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 submitted by the owner of an ISP account shall be determined by Sponsor in its sole discretion. By participating in this Sweepstakes, each entrant agrees to fully release, forever discharge and hold harmless Sponsor, Facebook, Gannett Co., Inc., Points of Light Foundation, and Newman's Own, ("Released Parties") from and against all claims, costs, liabilities, losses, injuries, and damages arising out of the Sweepstakes, including, but not limited to, any claims for personal injury, death or damage to or loss of property or any other harm arising out of entrant's participation in the Sweepstakes, the receipt, use, or misuse of any prize, or any travel or activity that is related to the Sweepstakes or any prize. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook.

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 Mini 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 25, 2014) or a copy of these Official Rules, send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), Make A Difference Day Mini Giveaway, 7950 Jones Branch Drive, McLean, VA 22108. If you have any questions regarding this Sweepstakes, please contact Angela Henry at [diffday@usaweekend.com](mailto: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.**