



## SwimWays Halloween Photo Contest and Giveaway Official Rules

These official rules govern the SwimWays Halloween Photo Contest and Giveaway (the “Contest and Giveaway”) sponsored by Swimways Corporation dba SwimWays® and are binding on every participant named. This Contest and Giveaway is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter, Instagram or WooBox.

1. The Contest and Giveaway is open to residents of the United States and the District of Columbia aged 18 years or older at the time of entry. By entering this contest and giveaway, entrants affirm that they are a legal resident of the United States aged 18 or older.
2. No entry fee, payment, or proof of purchase is necessary to enter the Contest and Giveaway. Enter by uploading an image, or posting in the comments of our contest post on the SwimWays Facebook page (<https://www.facebook.com/swimways>) or post your image on Twitter, Pinterest, or Instagram using hashtag #SwimWaysHalloween during the promotional period of 12 AM EST October 14, 2016 – 11:59 PM EST November 1, 2016. Alternately, send a postcard or letter with your name, email address, and a picture to: Halloween Contest and Giveaway, Attention: Joe Bergess, Digital Marketing, 5816 Ward Court, Virginia Beach, VA 23455. Mailed entries must be received by 11:59 PM EST November 1, 2016.
3. Void where restricted or otherwise prohibited by law. All applicable federal, state and local laws apply.
4. Winners can share as many photos as they would like but only one photo and prize will be awarded per person.
5. Entry is open during the promotional period of 12 AM EST Oct 14, 2016 – 11:59 PM EST Nov 1, 2016. Swimways Corp. staff will determine the top 10 entries provided during the entry period from among the qualified entries on October 14, 2016 and winners will be notified via the contact information used to enter the giveaway within 48 hours. Winners will also be announced on November 2 via the SwimWays Facebook page (<https://www.facebook.com/swimways>). Please allow up to 6 weeks for delivery of prizes.
6. Swimways Corporation’s employees, dependents and spouses of employees, and any person working with or contracted with Swimways Corporation in a professional capacity, is ineligible for this promotion.

7. Entrants grant permission to Swimways Corporation, the manufacturer of SwimWays products and the sponsor and administrator of this promotion, to contact them via the social media, email or mail entry method provided by the entrant. Entrants agree that by providing Swimways Corporation their contact information during this contest they are representing that the contact information they provided is their own. Entrants also grant Swimways Corporation permission to use their first name, city, and state in promotions related to this giveaway.

8. Prizes and approximate retail value of prizes are as follows:

Three (3) winners will be chosen; the winners are chosen based on the number of likes their entry has received at the close of the contest. In the event of a tie, a winner will be randomly selected from among those tied. The grand prize winner will receive a \$200 electronic gift certificate that can be used at Target.com, along with a SwimWays Spring Float Recliner and a Death Star Light Up Beach Ball. The two (2) runner ups will receive \$20 electronic gift cards for use at Target.com and each will also receive a Death Star Light Up Beach Ball.

There will be no cash alternatives, substitutions, changes in type or quantity of prizes. Swimways Corporation is not responsible for any foregone, unredeemed, or unredeemable prize, regardless of situation, circumstances, natural occurrences, or other reason(s) that prevented the redemption of the prize. Winners are solely responsible for any federal, state or local taxes. Swimways Corporation will not be liable for taxes or for non-reporting of prizes won during this contest.

9. Odds of winning are determined by the number of valid entries that are received.

10. For a list of winners, send a stamped, self-addressed envelope to Halloween Photo Contest, ATTN: Joe Bergess, Marketing, 5816 Ward Court, Virginia Beach, VA 23455. Requests for list of winners must be received by Jan 1, 2017. Allow six weeks for delivery of list of winners.

11. Giveaway sponsor and administrator contact information:

Swimways Corporation  
5816 Ward Court  
Virginia Beach, VA 23456  
1-757-460-1156  
[www.swimways.com](http://www.swimways.com)

12. Entrants will be deemed to have accepted these rules and to agree to be bound by them when entering this giveaway.