

FERST FOUNDATION FOR CHILDHOOD LITERACY
For the Love of Reading - Ferst Foundation
Battle of the CEOs
VIDEO Promotion

Official Rules

Ferst Foundation for Childhood Literacy (FFCL) has filmed CEOs/Presidents of Georgia Businesses and Institutions of Higher Learning around the state reading to children.

The Favorite Reader will be presented the “For the Love of Reading” Book Award in accordance with these Official Rules.

NO DONATION NECESSARY TO VOTE. VOID OUTSIDE GEORGIA AND WHERE PROHIBITED OR RESTRICTED BY LAW. Participating in the video filming constitutes the CEO/President’s full and unconditional agreement to and acceptance of these Official Rules and the decision of the Sponsor and judges which will be final and binding on all matters relating to this contest.

The Sponsor, Ferst Foundation for Childhood Literacy (FFCL), nominated up to 10 CEOs/Presidents (“Nominees”) one of whom will be awarded the “For the Love of Reading” Book Award in accordance with these Official Rules. FFCL selected up to 10 CEO Battle Finalists (“Finalists”) based on the Finalists sincerity, the personal connection between the Sponsor and the Finalist and the authenticity of the Finalists expression of the love of reading. The Nominations of the Finalists will be posted at www.ferstfoundation.org. The public will then have a chance to vote for their favorite CEO/President from among the Finalists. Prizes are described below.

Eligibility. To be eligible, the Finalist is a living individual as of December 15, 2009 and legally employed in Georgia, USA throughout the Contest, age 13 or older, must not be an employee of FFCL, and must not be a child, spouse, sibling, or parent or living in the same household of any such employee.

The Official Finalists will be posted on www.ferstfoundation.org between 18:01:00 am EST January 13, 2011 and ending at 11:59:59 pm EST on February 7, 2011 (“Voting Period”), during which time the public will be permitted to vote.

Grand Prize Voting. The voting will be conducted on www.ferstfoundation.org during the Voting Period. One “free” vote per person per day with additional votes counted for each \$3.00 on-line donation made to FFCL during the Voting Period. A “person” is a single individual as identified by a single, verifiable email account. All persons must be age 13 or older on February 7, 2010. All votes attributable to a person must be cast by that person accessing www.ferstfoundation.org personally – proxy voting by another is not allowed. In the case of a tie, the panel of judges will select the winner. FFCL reserves the right to monitor voting and remove any votes which, in its sole discretion, appear to be in violation of these rules. No finalist

or finalists immediate family may vote. If it is determined that voting in violation of these rules has been done by an Official Finalist or Finalists immediate family member, in FFCL sole discretion, FFCL reserves the right to remove the Finalist from further voting and eligibility for the Grand Prize.

Grand Prize CEO Battle Winner: The Grand Prize CEO Battle Winner will be the Official Finalist who receives the largest number of qualified votes during the Voting Period. The Grand Prize CEO Battle Winner will be announced online at www.ferstfoundation.org and the Grand Prize CEO Battle Winner will be notified on or about February 11, 2011. The Grand Prize CEO Battle Winner will receive the “For the Love of Reading” Book Award. The prize winners assume liability for injuries caused or claimed to be caused by participation in the Contest or the use or misuse of the prizes. Prizes are non-transferable and may not be redeemed for cash.

FFCL reserves the right in its sole discretion to cancel or suspend this Contest, in part or in its entirety, and to randomly award the prizes from among all eligible Finalists received prior to action taken by FFCL, should virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond FFCL control corrupt the administration, security, fairness, integrity or proper administration of the Contest. CAUTION: ANY ATTEMPT BY A NOMINATOR TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE NOMINATION PROGRAM IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, FFCL AND ITS PROMOTIONAL PARTNERS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH NOMINATOR TO THE FULLEST EXTENT PERMITTED BY LAW.

Void where prohibited or restricted by law. Subject to all federal, state, and local laws. All issues and questions concerning the construction, validity, interpretation, and enforceability of these rules, or respective rights and obligations of the parties, will be governed by and construed in accordance with the laws of Georgia without giving effect to any choice of law or conflict of law provisions. Any waiver of any right or obligation hereunder by FFCL does not constitute a general waiver of any other rights or obligations.

FFCL is not responsible for lost, stolen, illegible, misdirected, or late votes. FFCL assumes no responsibility for computer system, phone line, hardware, software or program malfunctions or other errors, failures of any kind, delayed computer transmissions or network connection problems that are human or technical in nature.

A complete list of winners will be posted online on or about February 11, 2011.

Privacy. By entering the Contest, the entrants agree and consent that any information provided may be used by FFCL in accordance with its Privacy Policy available at www.ferstfoundation.org. If you do not want your information used in this manner, do not enter this Contest.

Sponsor. Ferst Foundation for Childhood Literacy P.O. Box 1327 Madison, GA 30650

