



Great Outdoors Colorado

1900 Grant Street, Suite 725

Denver, Colorado 80203

(303) 226-4500

GenerationWild.com

GENERATION WILD SWEEPSTAKES “PLAY FOR KEEPS” Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS IS REQUIRED TO PARTICIPATE. VOID WHERE PROHIBITED BY LAW.

1. Eligibility: The Generation Wild “Play For Keeps” Sweepstakes (the “Promotion”) is open only to legal residents of the fifty (50) United States (and the District of Columbia) who are at least 18 years old at the time of entry. Employees, officers and directors of Sponsor, the Administrator or any Prize Patron, and their respective parents and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to participate in the Promotion. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the “Sweepstakes”).

2. Sponsor: State Board of the Great Outdoors Colorado Trust Fund, 1900 Grant St, Suite 725, Denver, CO 80203.
Administrator: Sukle Advertising & Design, 2430 W 32nd Ave, Denver, CO 80211
Prize Patrons: Monthly Prize Donors

3. Entry Period: The Promotion begins on February 8, 2018 at 12:00 a.m. Mountain Standard Time (“MST”) and ends on May 18, 2018 at 11:59 p.m. MST (the “Promotion Period”). Multiple manually entered entries are permitted, however, Sponsor expressly reserves the right to disqualify any entries that Sponsor believes in good faith are generated by a so-called spam or automated email program or via scripts and automated submission. The Sweepstakes is comprised of four (4) monthly entry periods (each a “Monthly Entry Period”), as outlined in the table below.

Entry Period	Start Date (at 12:00 a.m. MST)	End Date (at 11:59 p.m. MST)	Approximate Draw Date/Winner Notification Date	Monthly Prize Patrons	Monthly Prize	Generation Wild Challenge
Month 4	February 8, 2018	February 26, 2018	February 28, 2018	CPW, REI, Osprey, Denver Zoo, Denver Botanic Gardens, Denver Museum of Nature and Science (DMNS), Denver Children’s Museum	1 CPW annual state park pass 1 REI Kindercone sleeping bag 1 REI Helio Sack sleeping bag 1 Osprey adult daypack 1 Osprey children’s daypack	Watch the sunrise

					1 REI camp chair 1 REI kids camp chair 2 tickets to Denver Zoo 4 tickets to DMNS 4 tickets to Denver Children's Museum 4 tickets to Denver Botanic Gardens	
Month 5	March 5, 2018	March 23, 2018	March 27, 2018	CPW, REI, Osprey, Denver Zoo, Denver Botanic Gardens, DMNS, Denver Children's Museum	1 CPW annual state park pass 1 REI Kindercone sleeping bag 1 REI Helio Sack sleeping bag 1 Osprey adult daypack 1 Osprey children's daypack 1 REI camp chair 1 REI kids camp chair 2 tickets to Denver Zoo 4 tickets to DMNS 4 tickets to Denver Children's Museum 4 tickets to Denver Botanic Gardens	Make mud pies

Month 6	April 5, 2018	April 23, 2018	April 25, 2018	REI, Osprey, Denver Zoo, Denver Botanic Gardens, DMNS, Denver Children's Museum	<p><u>Prize Package 1</u></p> <ul style="list-style-type: none"> • 1 Osprey adult daypack • 1 Osprey kid's daypack • 2 tickets to Denver Zoo • 2 REI Nalgene water bottles <p><u>Prize Package 2</u></p> <ul style="list-style-type: none"> • 1 REI kid's camp chair • 1 REI camp chair • 4 tickets to DMNS • 4 tickets to Denver Botanic Gardens • 2 REI Nalgene water bottles <p><u>Prize Package 3</u></p> <ul style="list-style-type: none"> • 1 REI Kindercone sleeping bag • 1 REI Helio Sack sleeping bag • 4 tickets to Children's Museum of Denver • 2 REI Nalgene water bottles 	Try to catch your shadow
Month 7	May 1, 2018	May 18, 2018	May 23, 2018	REI, Osprey, Denver Zoo, Denver Botanic Gardens, DMNS, Denver Children's Museum	<p><u>Prize Package 1</u></p> <ul style="list-style-type: none"> • 1 Osprey adult daypack • 1 Osprey kid's daypack • 2 tickets to Denver Zoo • 2 REI Nalgene water bottles • 2 tickets to DMNS <p><u>Prize Package 2</u></p> <ul style="list-style-type: none"> • 1 REI kid's camp chair • 1 REI camp chair 	Explore a state park

					<ul style="list-style-type: none"> • 1 REI Camp Dome 2 tent • 4 tickets to Denver Botanic Gardens • 2 REI Nalgene water bottles <p><u>Prize Package 3</u></p> <ul style="list-style-type: none"> • 1 REI Kindercone sleeping bag • 1 REI Helio Sack sleeping bag • 4 tickets to Children's Museum of Denver • 2 REI Nalgene water bottles • 2 tickets to DMNS 	
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Administrator's computer is the official time-keeping device for this Promotion.

4. Entry Requirements:

- A. During the Promotion Period, here's how to enter via Facebook:**
1. **If you are currently a member of Facebook, please proceed to step (3).**
 2. **To become a Facebook member, download the free app from your mobile device or visit www.Facebook.com via a laptop, desktop computer, or tablet.**
 3. **Like Generation Wild Colorado.**
 4. **Comment on the May 1 post for the giveaway with a comment naming the state park you would most like to explore with your child.**
- B. During the Promotion Period, here's how to enter via Instagram:**
1. If you are currently a member of Instagram, please proceed to step (3).
 2. To become an Instagram member, download the app from your mobile device.
 3. Follow @GenerationWildColorado.
 4. **Comment on the May 1 post for the giveaway with a comment naming the state park you would most like to explore with your child.**

There is no purchase or fee required to become a member of Facebook or Instagram. Membership to Facebook and/or Instagram is free but is subject to the Facebook and/or Instagram, as applicable, privacy policies and terms of use, including Facebook's and Instagram's prohibition on members under 13 years of age, which may differ from the terms of these rules. Please read the terms of use and privacy policy for Facebook and/or Instagram carefully before signing up for these services. The Promotion is in no way sponsored, endorsed or administrated by, or associated with Facebook or Instagram. By

entering, you are providing your information to the Sponsor and not to Facebook or Instagram. You release Facebook and Instagram from all liability for the Promotion. Any questions, comments or complaints regarding the Promotion must be directed to Sponsor and not Facebook and/or Instagram. Instagram is a registered trademark of Instagram, LLC, subject to copyright and other intellectual property rights under United States and foreign laws and international conventions. All rights reserved. Facebook is a registered trademark of Facebook, Inc., subject to copyright and other intellectual property rights under United States and foreign laws and international conventions. All rights reserved. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries, which will be disqualified. By participating, each entrant warrants and represents that all personal information provided in conjunction with his/her participation is truthful, current and accurate and is his/her own information. Entry information becomes the exclusive property of Sponsor upon submission. In the event of a dispute as to any entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Your entry must be your original work and not contain any unauthorized third-party copyrighted works or trademarks or any material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights. You should be able to provide all appropriate clearances, permissions, and releases for your entry, otherwise Sponsor reserves the right, in Sponsor's sole discretion, to disqualify your entry. Your entry must not disparage any other person or party, including Sponsor, or contain any material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous, or that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age, that is unlawful, or in violation of or contrary to the laws or regulations in any state where the entry is created or that is otherwise not appropriate for audiences of all ages, in each case, in Sponsor's sole discretion.

5. Selection of Winners: Administrator is an independent organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Administrator will randomly select the potential Sweepstakes winners for each applicable Monthly Entry Period from among all eligible entries on/around the dates listed above in Section 3 using miniwebtool. The potential winners will be notified by Sponsor via the Generation Wild Instagram and Facebook accounts (@GenerationWildColorado) on or about the dates listed in the table in Section 3.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE SWEEPSTAKES WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by Sponsor via its Instagram account, Facebook account, or email address. The potential winner must claim his or her prize within five (5) business days after the date of notification. It is the potential winner's responsibility to check his or her Instagram or Facebook account for notification. If the potential winner fails to respond to the prize notification within the specified five (5) business days, the potential winner will forfeit the prize and an alternate winner will be selected. In the event of a dispute regarding the identity of the person submitting the entry, the entry will be deemed to be submitted by the person in whose name the email account is registered. There will be three (3) alternate drawings after which the prize will remain un-awarded.

8. Prizes and Prize Redemption:

The Sweepstakes prizes are as noted in the table in Section 3. Odds of winning a Sweepstakes prize depends on the number of eligible entries received during the Monthly Entry Period. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: one (1) Sweepstakes prize per person. TOTAL ARV OF ALL PRIZES: \$4,919.60. No more than the advertised number of prizes will be awarded. All prizes offered are being provided "as is" with no warranty or guarantee by Sponsor, either express or implied. No transfer, substitution, upgrade, credit, refund or cash equivalent for the prize is allowed except at Sponsor's sole discretion. Please allow at least 4-6 weeks for delivery of the Prize. Except where prohibited by law, the winner's entry and acceptance of the prize constitutes winner's permission for the Sponsor and those acting under its authority to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state only) on a worldwide basis, and in all forms of media, in perpetuity, for advertising or promotional purposes without review or further compensation.

9. Release: By participating in the Promotion and/or receiving a prize, winner agrees to release, indemnify and hold harmless Sponsor, Administrator, Patron Donors and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, the winner's entry and acceptance of the prize constitutes winner's permission for the Sponsor and those acting under its authority to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state only) on a worldwide basis, and in all forms of media, in perpetuity, for advertising or promotional purposes without review or further compensation.

11. General Conditions: Sponsor reserves the right to suspend or cancel the Promotion or modify these Official Rules as necessary for any reason or as required by applicable law. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries Sponsor reserves the right, in its sole discretion, to disqualify from the Promotion, and ban from any future promotions, any person it believes to have intentionally violated these Official Rules, or to be acting in an unsportsmanlike, deceptive, or disruptive manner, or to have tampered with any element of the Promotion without notice to the disqualified or banned person.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if possible.

13. Disputes: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Promotion shall be governed by and construed in accordance with the laws of the State of Colorado without giving effect to any choice of law or conflict of laws rules or provisions. Any legal claims arising out of or relating to the Promotion or these Official Rules must be brought in the federal or state courts located in Denver, CO. Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and

(3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.goco.org>).

15. Winner List: For a winner list, visit <http://www.GenerationWild.com>. The winner list will be posted after winner confirmation is complete.

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