

## OFFICIAL RULES

### It Starts with Mom Contest

**ELIGIBILITY:** OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 years of age and older at the time of entry. *Void where prohibited.* Employees, Officers, Directors, and Trustees, as well as their immediate family members (parents, children, siblings, spouse) and others living in their same household, whether related or not, of March of Dimes Inc. (hereafter “MOD”) and Macy’s are not eligible to enter. No purchase or contribution or donation is necessary to participate in the contest. All taxes, registration fees, and like amounts in connection with the prizes are the winner's sole responsibility.

### HOW TO ENTER AND WIN:

- To enter the contest, Instagram users must post a ‘mom hack’ video or photo utilizing **both** official hashtags: #itstartswithmom **and** #itstartswithmomcontest.
- The contest begins on **Monday, May 3, 2021 at Noon.**
- “Mom hack” social posts must be published on the user’s Instagram page and made public no later than **Thursday, May 6, 2021** at 9:00 a.m. ET.
- All posts will be reviewed by MOD team members, and the MOD team will select **five (5) winning entries.** The winning entries will be those that the MOD team consider to be the most helpful “mom hacks.”
- The winners will be announced and published by **Friday, May 7, 2021** at 4:00 p.m. ET.
- Winners will be tagged in a comment in the original post from Monday, May 3, 2021. The comment announcing the winner will be “pinned” to the top of the original post. Winner will also be Direct Messaged (DM) with details about their prize and how to claim it.

By entering, entrants agree that March of Dimes will become the owner of the winning entries. Each entrant also agrees and understands that March of Dimes will share the winning “mom hack” entries on MOD social platforms.

**PRIZE:** Winning entries each receive one of five Macy’s Styling Sessions and Gift Cards. *Winner must claim prize by **Tuesday, May 11, 2021 at Noon ET** or a new winner will be selected.* All unspecified expenses and taxes are winner’s sole responsibility.

### GENERAL CONDITIONS:

- By entering, entrants accept and agree to the Official Rules and the decisions of MOD, which are final and binding in all respects.
- Winner will be notified by social tag on the original post and by DM at their social handle. March of Dimes will share winners’ contact information with Macy’s, who will contact the winner directly to fulfill prize redemption.
- In the event of non-compliance with requirements, or if a winner does not respond to the prize notification by **Tuesday, May 11, 2021** at Noon ET, the prize will be forfeited and an alternate winner(s) selected.
- By accepting the prize, except where prohibited by law, winner agrees to the use of his or her name and/or photograph and the winning entry for advertising, publicity, and other MOD purposes without further compensation or notice.
- MOD reserves the right, in its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the contest, to be in

violation of the Official Rules, or to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Any activities intended to disrupt or interfere with the proper play of the contest or defraud MOD in any way will be prosecuted to the fullest extent of the law. The contest is subject to all applicable laws of the United States and is void where prohibited.

**LIMITATIONS OF LIABILITY:** MOD is not responsible for any incorrect or inaccurate information, including, without limitation, that which is caused by web site users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the contest or by any technical or human error which may occur in the processing of entries in the contest. MOD assumes no responsibilities for any error, omission, interruption, deletion, or defection, delay in operation or transmission, communications line failure, theft or destruction or processing the contest entries. MOD is not responsible for lost, damaged, or delayed entries or for unavailable network connections, failed, incomplete, garbled, or delayed computer transmissions, online failures, hardware, software, or other technical malfunctions or disturbances or other communications failures or circumstances affecting receipt of entries or entrants' ability to participate in this contest. MOD is not responsible for user cheating or fraud by any entrants. If, for any reason, the contest is not capable of running as planned, including, without limitation, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of MOD which, in MOD's sole discretion, could corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, MOD may, in its sole discretion, cancel the contest or select the winner from all eligible entries received prior to (and/or after, if appropriate) the action taken by MOD. MOD reserves the right at its sole discretion to cancel, terminate, modify, or suspend the contest.

**SPONSOR/ADMINISTRATOR:** This contest is sponsored and administrated by March of Dimes Inc. See below for MOD contact information.

**CONTACT INFORMATION:**

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