

**HIDDEN TREASURES OF NORTH FLORIDA
GEOCACHING CONTEST 2010
OFFICIAL CONTEST RULES**



1. ELIGIBILITY: The Hidden Treasures of Natural North Florida Contest ("Contest" or "Promotion") is offered and open only in the 48 contiguous United States or District of Columbia to natural persons age 18 and older who are legal U.S. residents and have a valid driver's license as of the date of entry. Employees, officers, and Directors of The Original Florida Tourism Task Force, North Central Florida Regional Planning Council, or VISIT FLORIDA and each of their respective parents, affiliates and/ or subsidiaries, advertising, promotion and fulfillment agencies, and legal advisors, web masters and web suppliers, and the immediate family members (mother, father, brother, sister, daughter, son, or spouse, regardless of where they live) and persons living in the same household of each of such persons (whether or not related), are not eligible. By participating, entrants agree to these Official Rules and the decisions of the Sponsor and/ or judges which are final and binding in all matters relating to this Contest.

2. CONTEST PERIOD: Contest begins on February 1, 2010 at 1 p.m. Eastern Time and ends on September 30, 2010 at 5:00:00 p.m. (ET). The Contest Data Base is the official time keeping device for the Contest. Entries must be received and recorded by the Contest Data Base by 5 p.m. ET on September 30, 2010. You may also submit your entry by printing out the contest registration form and emailing or faxing it back to the address/number listed on the form, but it must be received and logged in no later than 5 p.m. ET on September 30, 2010.

3. ABOUT ENTRIES: When your entry is received and recorded by the Contest Data Base you will receive one entry into the Contest. Any attempt by any participant to obtain more than one (1) entry by using multiple/ different email addresses, identities, log-on/user names and passwords, Geocaching.com accounts or any other methods will void that participant's entries and that participant will be disqualified. Proof of submission or sending an entry is not proof of receipt by Sponsor. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Any entry which Sponsor, in its sole opinion, deems to be inappropriate for publication will not be considered.

Prizes will be awarded based on random selection of eligible applicants.

Posting: By submitting an entry, entrant gives permission to Sponsor to post his/her entry on the World Wide Web in accordance with the requirements of this Contest. Entrant's personal information will not be sold or otherwise shared with groups outside of The Natural North Florida region.

4. PRIZES: See **PRIZE LIST** for descriptions. For All Prizes: Expenses not stated are solely the responsibility of the winner. If winner cannot accept prize as stated prize will be forfeited in its entirety and awarded to an alternate winner. Any difference between the stated and actual value of prize will not be awarded. No substitution, cash redemption or transfer of prize, but Sponsor reserves right to substitute prize with prize of equal or greater value if advertised prize becomes unavailable. All taxes on prizes are solely winner's responsibility. If winner is a minor in his/her jurisdiction of residence, prize may be awarded in the name of, or to, winner's parent/legal guardian who must execute all documents and agree to all obligations and undertakings of winner, both on behalf of himself/herself and winner, or prize may be

forfeited and awarded to an alternate winner. Limit one (1) First Prize per participant for the entire Contest.

5. GENERAL CONDITIONS: Participants agree (a) that Contest Sponsors, are released, will have no liability whatsoever for, and shall be held harmless by participants against any liability for any injuries, losses or damages of any kind to person(s), including death, or property, or intellectual property, or rights of publicity or privacy, defamation, or portrayal in a false light, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest or any Contest-related activities and (b) winners, by acceptance of prize, except where legally prohibited, grant permission for Sponsor (and agree to confirm such permission in writing) and those acting pursuant to Sponsor's authority to use, in perpetuity, his/her name, picture, voice and/ or likeness, biographical information and statements and prize information for advertising, trade and promotional purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide, and on the Internet and/or worldwide web, without notice or review or approval. Participants acknowledge that no representation or warranty, written or oral, express or implied, in law or in fact is made for any prize except that which may be made for that prize in the limited written warranty, if any, provided with that prize by the manufacturer or provider of that prize.

6. LIABILITY LIMITATIONS: Contest sponsors are not responsible for lost, late, misdirected, incomplete, or non-delivered entries or email; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic, or network or the incorrect or inaccurate capture of early or voter/votes or other information or the failure to capture, or loss of, any such information. Persons who tamper with or abuse any aspect of this Contest, as solely determined by the Sponsor, will be disqualified. Any use of robotic, automatic, macro, programmed or like entry or voting methods will void all such entries or votes by such methods, and disqualify any entrant or voter using such methods.

7. WINNERS LIST: For a Copy of the Official Rules, mail a self-addressed first class stamped envelope to: Hidden Treasures of Natural North Florida-RULES, 2009 NW 67th Place, Gainesville, FL 32653 or visit www.VisitNaturalNorthFlorida.com . For the names of the winners, mail a self-addressed first class stamped envelope to: Hidden Treasures of Natural North Florida-WINNERS, 2009 NW 67th Place, Gainesville, FL 32653 for receipt after October 1, 2010 or visit www.VisitNaturalNorthFlorida.com .



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