

# American Eyecare Mother's Day Eyewear Makeover

## Photo Contest Official Rules

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A purchase will not increase your odds of winning. All federal, state, local and municipal laws and regulations apply. Void where prohibited.

2. Sponsors. The contest is sponsored solely by American Eyecare. American Eyecare will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the contest. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.

3. Eligibility. The contest is open to individuals 18 years or older at the time of entry. Employees of American Eyecare, the immediate family members of employees, and any persons domiciled with such employees, are not eligible. Winner must have a valid eyeglass prescription to claim prize.

4. Entry. The contest begins at 8:00 am April 1, 2021 and all entries must be received by April 15, 2021. Individuals may enter this contest through our Facebook event page. American Eyecare reserves the right to disqualify any entries by persons determined to be tampering with or using any aspect of the contest. By entering, you agree to the terms of these Official Rules and to allow American Eyecare to share, distribute or use the content of your post publicly. The winning entry along with your name and before and after makeover images will be used in promotional posts or on our website. All entries become the property of American Eyecare.

5. Prizes and Odds. Prize is one pair of eyeglasses at each of our locations for a total value not exceeding \$800.00/pair. Patient is responsible for payment of additional features if selected. There is no cash value, redeemable only at American Eyecare. Winner must have a valid spectacle prescription to redeem the prize. Odds of winning depend on the number of eligible entries received. Winners will be selected at random by location. Prize must be redeemed during the week of April 19th, 2021 or prize will be forfeited. Eyewear must be dispensed prior to Mother's Day and the winner will be revealed to the public on Mother's Day.

6. Winner Notification and Acceptance. Winner will be notified via Facebook message to the person who supplied the entry for the winner. Winner will also be announced on our Facebook page. If the winner does not respond to our notification (with all requested information) within three (3) business days, such potential winner will be disqualified and an alternate winner will be selected. Our goal is to have the makeover completed so that the winner's makeover photos can be posted on Mother's Day. Winner will be scheduled with an appointment for the eyewear makeover visit. Forfeiture of prize and the selection of an alternate (provided sufficient eligible entries are received) winner may result from any of the following: (1) Entrant fails to respond to a notification (with all requested information) within the required time; (2) Does not have a valid eyeglass prescription.

7. Redeeming Prize: Winner must select and redeem prize in person at a scheduled appointment on or before April 23rd at their local American Eyecare location. The eyewear order must be placed and dispensed before Mother's Day so that our winner can be revealed on Mother's Day. Federal law prohibits the dispensing of eyewear without a valid prescription. A valid prescription must be presented to claim prizes that include prescription lenses. Determination of the spectacle prescription is not part of

the prize. Should the winner not claim the prize before the above stated date; the winner will forfeit the prize. Prize is not transferable. Winner agrees to allow photos of her with her previous eyewear and new eyewear to be taken and used in marketing the outcome of the makeover.....our goal is to reveal the new look achieved in the eyewear makeover process.

8. Participation. By participating, entrants agree to be bound by these Official Rules and the decisions of the committee. American Eyecare reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this contest as solely determined by American Eyecare. In the event the contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of American Eyecare which corrupts or impairs the administration, security, fairness or proper operation of the contest, American Eyecare reserves the right in its sole discretion to suspend, modify or terminate the contest. Should the contest be terminated prior to the stated expiration date, American Eyecare reserves the right to award prizes based on the entries received before the termination date.

10. Copyright. By entering the contest, each entrant grants American Eyecare an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the entrant's submitted entry, in whole or in part, for any purpose and in any manner or media now known or hereinafter developed (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. If his/her entry is selected as the winning entry, entrant will sign any additional license and release that American Eyecare may require, may use entrant-winner's name, biographical information, address, picture/photograph likeness (including before, during and after photographs) and/or voice, for advertising and promotional purposes without further consideration to entrant-winner in connection with entrant-winner's use and acceptance of the prize.