

## **#WhyIRead Sweepstakes -- Official Rules**

### **SPONSOR**

This promotion (the "Sweepstakes") is sponsored by HarperCollins Publishers ("HarperCollins"), 195 Broadway, New York, New York 10007.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Apple.

### **ENTRY METHOD**

#### **NO PURCHASE NECESSARY**

To enter, submit the required information in the designated spaces at [www.hc.com/hc200sweepstakes](http://www.hc.com/hc200sweepstakes) and press "Submit" to complete your entry ("Entry"). By filling out and submitting this form, you will automatically be entered into the Sweepstakes. Following successful completion of the foregoing you will see a confirmation message. This message signifies your Entry has been received for the Sweepstakes. By participating in the Sweepstakes with HarperCollins, you will receive by email special offers from Bookperk and First Book. You can unsubscribe from these promotional emails at any time. Multiple entries are automatically disqualified; only the first entry will be considered.

### **ELIGIBILITY**

The Sweepstakes is open to all legal residents of the United States eighteen (18) years of age and older as of May 1, 2017, excluding employees and immediate family members of HarperCollins, and their respective parents, subsidiaries, affiliates, assigns, advertising, promotional and fulfillment agents, attorneys, and other representatives and the persons with whom each of the above are domiciled. Offer void outside of the United States and wherever prohibited or restricted by law.

Each entrant in the Sweepstakes must be the rightful holder of the email account submitted at entry. In the event of a dispute concerning the identity of the holder of the email account, the holder will be deemed to be the person who owns the email address according to the records of the email service provider. The email account must be opened prior to the commencement of the Sweepstakes.

### **ENTRY PERIOD**

The Sweepstakes will commence on May 1, 2017 at 8:00 a.m. (ET). The last entry will be accepted June 7, 2017 at 12:00 p.m. (ET).

## **SELECTION AND NOTIFICATION OF WINNERS**

Two (2) potential Grand Prize winners and five (5) potential Runners-Up will be selected by a random drawing from among the eligible entries. Potential winners will be chosen by HarperCollins no later than June 30, 2017. Potential winners will be notified by email. The potential winner may be required to execute and return an Affidavit of Eligibility and Release of Liability (the "Affidavit"). If a potential winner does not respond or return the Affidavit, if requested, within 7 days of delivery the prize will be deemed forfeited and an alternate winner will be chosen.

In HarperCollins' sole discretion, the potential winner may be disqualified and required to forfeit his/her prize, and an alternate winner may be selected in accordance with these Official Rules from among the remaining eligible entries, if sufficient time exists, if potential winner: (i) is unreachable or winner notification is returned as undeliverable; (ii) declines or cannot accept, receive or use the prize for any reason; or (iii) does not comply with these Official Rules. Forfeited prizes may not be awarded.

## **PRIZES**

Two (2) Grand Prize winners will each receive (i) an iPad Mini 4 (128GB) pre-loaded with a BookShout account with more than 60 HarperCollins classic e-books (Estimated Retail Value of iPad Mini 4: \$499; Estimated Retail Value of books: \$570; Estimated Retail Value of all Grand Prizes: \$2,138). First Book will also present winner with eligible organizations and entities in Winner(s)' local community and Winner will get to select an organization (subject to First Book's final approval) for First Book to make a donation of 1,000 books to, at its sole discretion.

Five (5) runners-up will receive a BookShout account with more than 60 HarperCollins classic e-books (Estimated Retail Value: \$570; Estimated Retail Value of all Runners-Up Prizes: \$2,850).

Estimated Retail Value of all prizes: \$4,988.

The prizes will be awarded, provided there are at least seven (7) eligible entries.

The selection of a local community organization to First Book element of the prize has no retail value. The winner will not be eligible to receive tax deductions or other benefits in connection with any subsequent donation made by First Book, if any. HarperCollins is not responsible for cancellation or preemption of any events or for other circumstances that make it impractical or impossible to fulfill any elements of the prize and HarperCollins's only obligation in the event of any such cancellation, preemption, or non-fulfillment because of impossibility or impracticality will be to provide the remainder, if any, of the prize. If the actual value of any aspect of the prize is less than the stated approximate retail value, the difference will not be awarded. There is no substitution for any prize. The prize is not transferable, assignable or redeemable for cash. HarperCollins reserves the right to substitute a cash payment of equal value for any aspect of the prize. Prize winner will be required to supply HarperCollins with his/her social security number

for tax purposes. Prize winner will receive an IRS Form 1099MISC for the estimated retail value of the prize.

All federal, state and local taxes are the sole responsibility of the winners.

## **CONDITIONS**

By participating, entrants affirm that they have read these Official Rules, agree to be bound by them and the selection of the winner, which shall be final, and waive any right to claim ambiguity in the Sweepstakes and/or these Official Rules. Acceptance of prizes constitutes permission to use the winner's name, likeness, biography, and prize won for purposes of advertising, promotion and publicity without additional compensation, except where prohibited or restricted by law.

The entrants release, discharge, and hold harmless HarperCollins, First Book and their respective parents, affiliates, subsidiaries, assigns, attorneys, representatives and agents, including advertising, promotion and fulfillment agencies, from any and all liability or damages arising from the administration of the Sweepstakes and the use or misuse of any prize received in this Sweepstakes, including, without limitation, the following: (i) late, lost, incomplete, delayed, misdirected or unintelligible entries, (ii) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes, (iii) any damage to the entrant's computer, related equipment, data files, and software resulting from entrant's downloading of information regarding the Sweepstakes or participation in the Sweepstakes, and (iv) any personal or other injury resulting from use and enjoyment of the prizes.

HarperCollins may only use the personally identifiable information obtained from the entrants in accordance with its privacy policy, which may be found at:

<http://www.harpercollins.com/footer/privacyPolicy.aspx>

First Book may only use the personally identifiable information obtained from the entrants in accordance with its privacy policy, which may be found at: <https://www.firstbook.org/about-first-book/privacy-and-compliance-policies>.

HarperCollins has entered into a license agreement with Supadu for HarperCollins' use of the Supadu's promotions application in connection with the administration of the Sweepstakes. Supadu may store your personally identifiable information in accordance with its privacy policy, which may be found at: <http://about.supadu.com/cookie-privacy-policy>

HarperCollins reserves the right, in its sole discretion, to modify, cancel or suspend this Sweepstakes should a virus, bug, computer problem or other causes beyond HarperCollins's control corrupt the administration, security or proper operation of the Sweepstakes.

HarperCollins may prohibit you from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that you are attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking or employing other unfair practices or by abusing other entrants or the representatives of HarperCollins.

ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND, IN SUCH EVENT, HARPERCOLLINS RESERVES THE RIGHT TO PURSUE ITS REMEDIES AND DAMAGES (INCLUDING COSTS AND ATTORNEY'S FEES) TO THE FULLEST EXTENT OF THE LAW.

Any dispute arising from the Sweepstakes will be determined according to the laws of the State of New York, without reference to its conflict of laws principles, and the entrants consent to the personal jurisdiction of the State and Federal Courts located in the State and County of New York over them and agree that such courts have exclusive jurisdiction over all such disputes.

THE ODDS OF WINNING DEPEND UPON THE NUMBER OF ENTRIES RECEIVED.

For the names of the prize winners, e-mail your request to [jim.hanas@harpercollins.com](mailto:jim.hanas@harpercollins.com) no earlier than June 30, 2017 but no later than December 30, 2017. You may also send a self-addressed stamped envelope (postage not required from Vermont residents) to Jim Hanas, HarperCollins Publishers, 195 Broadway, New York, New York 10007 during the time period above.