

## **Official Rules**

**NO PURCHASE OR DONATION NECESSARY. A PURCHASE OR DONATION WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL ENTER, A FEW WILL WIN. THIS CHALLENGE IS VOID WHERE PROHIBITED BY LAW.**

By entering the WrestleMania Reading Challenge (“Challenge”), each individual who participates agrees to be bound by these Official Rules.

Sponsor. First Book, 1319 F St NW, Suite 1000, Washington DC 20004 (“Sponsor”).

Entry Period. The Challenge begins January 22, 2018 at 12:01am EST (“Start Date”) and ends March 2, 2018 at 11:59pm EST (“Challenge Period”).

Eligibility. This Challenge is open to individual educators serving elementary-aged children in New Orleans, Louisiana (each a “Participant”) who are at least eighteen (18) years old, as of the Start Date. An educator is defined as an individual who works at or represents a school or program serving elementary-aged students. Elementary-aged – for the purpose of this Challenge – is defined as grades K-5. Employees, officers and directors of Sponsor and World Wrestling Entertainment, Inc. (“WWE”), and their respective parent companies, subsidiaries, affiliates (i.e., entities controlling, controlled by or under common control with, any of the foregoing entities), promotion and advertising agencies and anyone involved in the Promotion’s development or execution, and their respective employees, officers, directors, and performing talent (and their immediate families and members of the same household) are not eligible to enter. All student readers entered by Participants for prizing **MUST** have permission from their parent or legal guardian.

How to Enter. In order to enter the Challenge, you must go to <http://www.firstbook.org/WMRC> (“Website”). Participants will be asked sign up their classroom or program to participate in the Challenge. During the Challenge period, Participants will track minutes read daily (in and out of school/library time) by their classroom’s or program’s students. At the end of the Challenge period, Participants will enter their classroom’s or program’s students’ minutes read into an online form, which is considered to be one entry into the Challenge. Participants will also enter the names of the top five (5) readers (“Student Readers”) to be eligible for prizing. Parental consent must be obtained by the Participant for these Student Readers before entry. All Participant information, including any e-mail addresses submitted via the Website, is subject to the Notice of Information Practices and Privacy Policy of the Sponsor.

Selection of Winners. The Participant and Student Reader winners will be selected from all Eligible Entries. One (1) Participant will be selected from all Eligible Participant Entries received in a random drawing as the potential grand prize winner (“Potential Grand Prize Winners”). One (1) Participant and one (1) Student Reader identified by such Participant will then be selected from all remaining Eligible Entries received in a subsequent random drawing as potential first prize winners (“Potential First Prize Winners”). One (1) Participant and one (1) Student Reader identified by such Participant will then be selected from all remaining Eligible Entries received in a subsequent random drawing as potential second prize winners (“Potential

Second Prize Winners”). One (1) Participant and one (1) Student Reader identified by such Participant will then be selected from all remaining Eligible Entries received in a subsequent random drawing as potential third prize winners (“Potential Third Prize Winners”). The random drawings will be conducted by Sponsor on or about March 9, 2018. The Participant winner will be notified by email or phone on or about one (1) business day after the date of the drawings. The Participant associated with each Student Reader winner will be notified by email or phone on or about one (1) business day after the date of the drawings. Subject to verification of eligibility and compliance with the terms of these Official Rules, each Potential Winner will be declared the respective Winners of the Challenge (“Winners”). Limit one (1) Prize per Participant.

## **Prizes and Odds**

A: Grand Prize: The one (1) Grand Prize Winner, will receive a visit from WWE talent to his/her school or program between March 9, 2018 and June 29, 2018.

B: First Prizes: The two (2) First Prize Winners, one (1) Participant and one (1) Student Reader, will each receive two (2) tickets to WrestleMania 34 (the “Event”) scheduled to be held at the Mercedes-Benz Superdome, New Orleans, LA (exact WrestleMania date and location subject to change in WWE’s sole discretion; seat location at the discretion of WWE) and two (2) tickets to Axxess. ARV of each First Prize: \$600 each; total ARV of all First Prizes: \$1,200.

C: Second Prizes: The two (2) Second Prize Winners, one (1) Participant and one (1) Student Reader, will each receive WWE Championship Titles and set of WrestleMania Merchandise. ARV of each Second Prize: \$400 each; total ARV of all Second Prizes: \$800.

D: Third Prizes: The two (2) Third Prize Winners, one (1) Participant and one (1) Student Reader, will each receive a set of WWE Books. ARV of each Second Prize: \$100 each; total ARV of all Second Prizes: \$200.

E: A First Prize Winner who is under the age of majority in his or her state of residence must be accompanied to the Event by a parent or legal guardian who is twenty-one (21) years of age or older, who must attend the Event at his or her own expense, unless such parent or legal guardian is the First Prize Winner’s guest. If a First Prize Winner is of the age of majority in his or her state of residence, the First Prize Winner may attend the Event with a guest who is under the age of majority if: (a) the parent or legal guardian of the guest has executed an Authorization Form, giving consent, a Liability Release and, where legal, a Publicity Release, on the guest’s behalf; and (b) World Wrestling Entertainment, Inc., in its sole discretion, has granted its approval. In all cases, each First Prize Winner’s guests, or the parent/legal guardian of any guest who is a minor in his or her state of residence, will be required to sign a Liability and Publicity Release (except where prohibited by law).

F: Winner & guest must: (1) comply with all applicable stadium and other facility regulations in connection with the First Prize; and (2) be responsible for all other expenses associated with prize acceptance and/or use not specified herein as being provided. First Prize details not specifically set forth herein are at Sponsor’s sole discretion. If a First Prize winner is not able to

travel on the dates specified the prize will be forfeited and no other consideration will be provided. Sponsor is not responsible for acts of God, travel delays, or any other circumstance that may arise that is outside of Sponsor's control which causes cancellation or postponement of any part of the First Prize. All prizes are non-transferable. Taxes and fees, if any, are the sole responsibility of the Winner. The Internal Revenue Service requires Form 1099-MISC to be issued to and filed by any First Prize Winner. Actual retail value may vary based on place of exact seat location at WrestleMania. Prizes will be awarded within 30 days of confirming a Winner's eligibility. Sponsor is responsible only for Prize delivery; Sponsor is not responsible for Prize utility, quality or otherwise. Sponsor reserves the right to substitute all or any part of a Prize for one of equal or greater value. The odds of winning depend on the total number of entries received.

G: Verification of Winner and Delivery of Prize. Each Potential Winner may be required to sign an affidavit of eligibility and liability release and, where permitted, a publicity release, which must be returned within three (3) business days after it is sent to the Potential Winner. The respective Prize may be awarded to an alternate winner selected by random drawing if the Potential Winner cannot be reached within two (2) days after Sponsor contacts the Potential Winner by e-mail, if the e-mail notification or Prize is returned as undeliverable, or if the affidavit/release is not returned within three (3) business days after it is sent to the Potential Winner. If the Prize is won by a minor, it may be awarded in the name of a parent or legal guardian in Sponsor's sole discretion. All entries are subject to verification at any time. Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility in a form acceptable to Sponsor to participate in this Promotion. Failure to provide such proof in a timely manner may result in disqualification.

H: Entry Disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any Participant from this Promotion and any other promotion conducted now or in the future by Sponsor if he/she tampers with the entry process or if his/her misconduct affects the integrity of the Promotion. Sponsor is not responsible for, nor is Sponsor required to count, in its sole and absolute discretion, late, lost, misdirected, or unlawful entries that are submitted. Use of automated devices or methods to enter the Promotion is strictly prohibited. Sponsor reserves the right to modify this Sweepstakes in any way it deems necessary or appropriate and to cancel this Sweepstakes if it deems necessary or appropriate.

I: General Conditions: Sweepstakes entrants (both Participants and Student Readers) agree to be bound by the terms of these Official Rules and decisions of Sponsor which are final and binding on all matters relating to this Sweepstakes. By entering, entrants (both Participants, Student Readers and parent/legal guardian if participant is a minor) release and hold harmless Sponsor, WWE and each of their respective parent companies, subsidiaries, affiliates, representatives, promotion, advertising and online technology agencies, prize suppliers and all others associated with the development or execution of this Sweepstakes and each of their respective owners, shareholders, directors, officers, employees, contractors and agents (the "Releasees") from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in this Sweepstakes or acceptance, use, misuse or nonuse of any prize or parts thereof (including activity or travel related thereto), including, without limitation, liability for death, personal injury, damage or loss of any kind, and from liability to any other persons

relating to or resulting from entering or downloading materials or software in connection with this Sweepstakes. The Releasees do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority.

Opt-Out. To be removed from Sponsor's mailing list, please send your request to First Book, 1319 F St NW, Suite 1000, Washington DC 20004