



GO RED FOR WOMEN SHARE YOUR STORY 2020-2021 OFFICIAL RULES

1. **DESCRIPTION OF GO RED FOR WOMEN® SHARE YOUR STORY CONTEST:** The Go Red for Women® Share Your Story Contest (the “Contest”) is a volunteer-based program conducted by American Heart Association, Inc. (“AHA” and/or “Sponsor”) in support of its mission to be a relentless force for a world of longer, healthier lives. These rules (the “Rules”) apply to all participants. AHA shall make all determinations as to whether the Rules have been complied with, and the decision of AHA as to any issue is final.

Participants may submit entries to be selected to represent the AHA in its Go Red for Women (GRFW) movement (the “Movement”), which focuses on women and cardiovascular disease and stroke, through participation as a national volunteer and spokesperson in Go Red For Women Share Your Story (“Share Your Story”) during 2020-2021 (hereinafter, participants selected by the AHA are referred to as “National GRFW Volunteers”). The Contest seeks to find women across the country who are willing to share their personal experiences with heart disease and stroke and the choices they make to live healthy lifestyles and represent the Movement as a National GRFW Volunteer.

2. **ELIGIBILITY REQUIREMENTS:** No purchase or donation is necessary to participate in the Contest. Participation is open only to legal residents of the 50 United States or the District of Columbia who are 18 years of age or older as of the date of entry. Employees of AHA and their immediate family members are not eligible to win.

For this purpose, “immediate family” includes the spouse, parents, grandparents, great-grandparents, brothers, sisters, children, grandchildren, and great-grandchildren of the employee and his/her spouse. This definition also includes a) “step” and adoptive relationships, b) individuals for whom an employee is the current legal guardian and c) individuals who are not legally related but who reside with an employee. **THE CONTEST IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

3. **ENTRY GUIDELINES:** Only one (1) entry per person is allowed:
 - (i) **Event Entry:** Participants may enter online through GRFW’s social media group, #GoRedGetFit, on Facebook (Facebook.com/goredforwomen). To enter, participants must tell a video story of approximately 60 seconds relating to the participant’s or an acquaintance’s experience with heart disease or stroke. The presentations may also be videotaped and sent to AHA representatives in local offices.
 - (ii) **Time:** The Contest starts at 12:01 a.m. (all times Central Time) on July 29, 2020 and ends at 11:59 p.m. on September 15, 2020 (the “Contest Period”). All entries must be received during the Contest Period.

(iii) Selection: Following the close of the Contest Period, twenty (20) semi-finalists will be contacted directly by AHA and notified that they have advanced. To be considered, semi-finalists must complete an application that will include a written application, telephone interview and additional video/photograph submissions. The semi-finalists that advance (“Real Women”) will be notified of their selection via telephone and in writing no later than October 1, 2020.

(iv) Prize: The Prize will consist of being a Real Woman: a volunteer spokesperson of AHA for a period of up to one year. The estimated fair market value of the Prize is \$1.00. The actual value may be more or less. The odds of winning are dependent on the number of entries. Multiple Real Women may be selected in AHA’s sole discretion.

4. CASTING CRITERIA: Online entries will be evaluated according to the following criteria:

25% Story/substance: Inspiration to impact – what inspired them to get involved (How do they uncover the truth about heart disease?) and what was the impact? How do they engage in healthy living? What struggles do they encounter to stay healthy? What’s their “why?”

25% Personality: Are they engaging, captivating, shy, monotone, vibrant? How do they engage friends/family? Do they blog, or would they serve on a committee?

25% Memorability: If a consumer were to see their story on TV, would they tell five friends about it? Is there anything about them that stands out?

25% Diversity: Range of ages, geographies, ethnicity, stories, etc.

Submissions must not defame or invade the privacy rights of any person, living or deceased, or otherwise infringe upon any third party’s personal or proprietary rights. Submissions must be consistent with the AHA’s reputation. Submissions which, in the AHA’s sole discretion, contain any type of vulgarity or objectionable content will be disqualified. Submissions that do not meet these stated criteria, or submissions that in the AHA’s sole discretion technically meet the stated criteria but do not reflect the intent and/or the spirit of the provisions related to the Go Red for Women Movement are not eligible.

5. SHARE YOUR STORY RESPONSIBILITIES - AHA: AHA may, at its sole discretion, provide the following opportunities to participants:

- Visibility as a national spokesperson for the 2020-2021 GRFW campaign
- Features on GRFW’s digital properties (GRFW.org, social media, etc.)
- Participation in interviews with media outlets.
- Possible participation at local and/or national events (subject to availability)

6. SHARE YOUR STORY RESPONSIBILITIES - PARTICIPANT: Participants acknowledge and agree that the participant has been fully advised by AHA that participation in Share Your Story as a National GRFW Volunteer will involve revealing and being questioned about many areas of participant’s private, personal and public life and revelations in connection therewith, including, but not limited to private personal life experiences; confidences and secrets from birth to the present; personal relationships, confidences and secrets with family, friends, significant others, etc. (whether living or dead), including, without limitation, these third persons’ private, personal and public lives;

physical appearance/habits; personal characteristics/habits; and medical treatment/history (both physical and mental). Participants acknowledge and agree that participants selected to serve as Real Women may be subject to background checks which may disclose additional information about the participant such as educational and employment history; military history; criminal investigations charges and records, including, without limitation, history of violence against self and others; financial information/history; and personal views and opinions about life, the world, politics, religion, etc. Semi-finalists and finalists may be asked to enter into additional agreements by AHA that are required to continue in the selection process. Such agreements may include a release of liability in favor AHA.

7. **SCREENINGS:** Participants acknowledge that the participant is in good physical and mental condition and is not aware of any health condition or other reason why the participant may not be able to participate in the Contest. Participants further acknowledge that each participant is voluntarily participating in the Contest with full and complete knowledge of the risks associated with the foregoing, and participants accept and assume any and all risks, known or unknown of any nature whatsoever associated therewith.
8. **PARTICIPATION.** Participants shall agree to the following in connection with participation in Share Your Story:
 - Comply with all of AHA's instructions and regulations in connection with Share Your Story in acknowledgment of AHA's complete and exclusive financial and creative control of Share Your Story;
 - Understand and accept that AHA's decisions on all matters (including selection of Real Women) shall be final, and that if Share Your Story is halted for any reason including an unforeseen or unexpected circumstance of any nature whatsoever affecting Share Your Story, AHA's decisions with respect to the handling of a resumption or termination of Share Your Story shall be final;
 - Understand and accept that if participant is selected as a National GRFW Volunteer, AHA has no obligation to exploit, telecast, publicize or otherwise continue to use Share Your Story, or engage in any activity whatsoever regarding Share Your Story and may terminate participation in Share Your Story at any time, in the AHA's sole discretion;
 - Understand and accept that AHA may cancel Share Your Story at any time.
9. **ASSIGNMENT OF RIGHTS:** By submitting an entry for Share Your Story, participants explicitly acknowledge and agree that AHA reserves the right to use the entry submissions and any and all related content, including but not limited to each participant's name, likeness, voice, biography, personal characteristics, signature and other personal identification (collectively, "Participant's Likeness"), and publish such materials and content in any media, including on AHA or other health related web sites for online public viewing, for any purpose of any nature whatsoever, with or without first and last name credit to the participant without compensation and without notice. Entries that attempt to restrict this right will not be considered. All entries become the property of AHA, and AHA shall hold all copyright, ownership, title and right thereto.
10. **CONSIDERATION:** Participants acknowledge and agree that participants shall receive no compensation for Participant's submission to the Contest or as a Real Women.
11. **ADDITIONAL RULES:** If for any reason the Contest, including the online portion, is not capable of running as planned, including disruptions caused by computer virus, bugs,

tampering, unauthorized intervention, fraud, technical failures or any other cause that corrupts, affects or compromises the administration, security, fairness, integrity, proper conduct or intended play of the campaign, AHA reserves the right at its sole discretion to disqualify any individual AHA deems responsible and AHA further reserves the right to cancel, terminate, modify or suspend Share Your Story. AHA assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications failure, theft, destruction or unauthorized access to, or alteration of, entries, including any erroneous appearance of qualification for a prize. AHA is not responsible for any problem or technical malfunction of any telephone network or lines, computer online systems, servers or provider, computer equipment, software, failure of any e-mail or entry to be received by AHA due to technical problem or traffic, congestion on the internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this campaign.

WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CAMPAIGN IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

By participating in the Contest, participants agree to release, discharge and hold harmless AHA, Facebook and their directors, officers, employees and agents from and against any and all injuries, claims, losses, damages, actions and/or liability arising out of or in connection with, directly or indirectly, participation in and/or entry into the Contest or acceptance, delivery, possession, use or misuse of any prize received in this Contest.

Personal information collected in connection with the Contest will be used in accordance with AHA's privacy policy, available at http://www.heart.org/HEARTORG/General/Privacy-Policy_UCM_300371_Article.jsp#.WpBI8oPwaUk

For a confirmation of the winners, send a hand-written, self-addressed, stamped envelope to Go Red for Women Share Your Story, 7272 Greenville Ave, Dallas, Texas 75231. Requests for a confirmation of the winners must be received by October 31, 2020.

Facebook is not a sponsor of and is no way affiliated with this Contest. Facebook is a registered trademark of Facebook, Inc.