



# Healthy Bond for Life Storytelling Mosaic 2021-2022

## OFFICIAL RULES

1. **DESCRIPTION OF HEALTHY BOND FOR LIFE™ STORYTELLING MOSAIC CONTEST:** The Healthy Bond for Life Storytelling Mosaic Contest (the “Contest”) is a volunteer-based program conducted by American Heart Association, Inc. (“AHA” 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 represent the AHA in its Healthy Bond for Life movement (the “Movement”), which focuses on the health benefits of the human/animal bond, through participation as a national volunteer and spokesperson in Healthy Bond for Life storytelling mosaic (“Storytelling Mosaic”) during 2021- 2022 (hereinafter, participants selected by the AHA are referred to as “HBFL Spokespersons”). The Contest seeks to find pet owners across the country who are willing to share their personal experiences with their pet(s) and how the relationship with their pet(s) improves their health and represent the Movement as a National HBFL 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 five (5) unique entries per person are allowed:
  - (i) **Event Entry:** Participants may enter online through the Movement’s website, [healthybondforlife.heart.org](http://healthybondforlife.heart.org). To enter, participants must tell a video story of no more than 60 seconds relating to the participant’s or an acquaintance’s experience with pets and the human/animal bond. Alternatively, participants may submit a photo of themselves with their pet and an accompanying caption to share their story. The entries must address how their pet(s) help them stress less, which is also posed on the Movement site.
  - (ii) **Time:** The Contest starts at 12:01 a.m. (all times Central Time) on February 10, 2021 and ends at 11:59 p.m. on ~~April 16, 2021~~ extended to May 7, 2021 (the “Contest Period”). All entries must be received during the Contest Period.
  - (iii) **Determination of HBFL Spokespersons:** Participants are encouraged to share their personal Mosaic pages and have others make donations to AHA from their personal Mosaic page. The five participants whose submissions receive the most amount in donations will be selected as the HBFL Spokespersons. The HBFL Spokespersons will be notified via email no later than May 15, 2021.
  - (iv) **Weekly highlights:** Each week of the Contest Period, AHA will feature the submission that received the most amount of donations for that particular week on its social media pages. By making a submission, participants consent to AHA featuring their submission on these pages.
  - (v) **Prize:** The Prize will consist of being a HBFL Spokesperson, 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 and

consumer-driven donations.

4. **STORYTELLING MOSAIC RESPONSIBILITIES - AHA:** AHA may, at its sole discretion, provide the following opportunities to participants:
  - Visibility as a national spokesperson for the 2021-2022 Storytelling Mosaic campaign
  - Features on AHA's digital properties (HealthyBondforLife.heart.org, social media, etc.)
  - Participation in interviews with media outlets.
  - Possible participation at local and/or national events (subject to availability)
5. **STORYTELLING MOSAIC RESPONSIBILITIES - PARTICIPANT:** Each participant acknowledges and agrees that the participant has been fully advised by AHA that participation in the Contest and as a National HBFL Volunteer could involve additional media opportunities that may require additional agreements, such agreements may include a release of liability in favor of AHA.

An HBFL Spokesperson 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.
6. **PARTICIPATION.** Participants agree to the following in connection with participation in Storytelling Mosaic:
  - Comply with all of AHA's instructions and regulations in connection with Storytelling Mosaic in acknowledgment of AHA's complete and exclusive financial and creative control of Storytelling Mosaic.
  - Understand and accept that AHA's decisions on all matters (including selection of spokespersons) shall be final, and that if Storytelling Mosaic is halted for any reason including an unforeseen or unexpected circumstance of any nature whatsoever affecting Storytelling Mosaic, AHA's decisions with respect to the handling of a resumption or termination of Storytelling Mosaic shall be final.
  - Understand and accept that if participant is selected as a National HBFL Volunteer, AHA has no obligation to exploit, telecast, publicize or otherwise continue to use Storytelling Mosaic, or engage in any activity whatsoever regarding Storytelling Mosaic and may terminate participation in Storytelling Mosaic at any time, in the AHA's sole discretion;
  - Understand and accept that AHA may cancel Storytelling Mosaic at any time.
  - 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 Movement are not eligible.
7. **ASSIGNMENT OF RIGHTS:** By submitting an entry for the Contest, 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, image, 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.
8. **CONSIDERATION:** Participants acknowledge and agree that participants shall receive no compensation for Participant's submission to the Contest or as a Spokesperson.
9. **ADDITIONAL RULES:** If for any reason the Contest 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 the Contest. 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, and its 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.

By submitting a photo or video that includes the name, image or likeness of a person under the age of the majority, participants represent and warrant that he or she is the parent or guardian of the child and agree to release, discharge and hold harmless AHA and its directors, officers and employees from claims related to the publishing of such image, or that the participant has obtained permission from the child's parent or guardian.

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](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 Healthy Bond for Life Storytelling Mosaic, 7272 Greenville Ave, Dallas, Texas 75231. Requests for a confirmation of the winners must be received by June 1, 2021.