



“Back2School 2012 Vacation Giveaway” OFFICIAL RULES

Enter for a chance to win a vacation valued at \$1,000!

NO PURCHASE NECESSARY. Limit one entry per school parent group. Here’s how to enter:

1. Your school must be a participating PTO Today parent group in the 2012 Back2School Program.

2. You must send at least (5) photos that meet the following criteria:

- Photos must show the following: your parent group handing out copies of *Jump In* magazine and/or sample packs to parents in attendance at your back-to-school event; parents reading their copies of *Jump In!* magazine and/or “posing” with their sample packs at your back-to-school event.
- What we don’t want to see: kids reading *Jump In!* or kids holding the parent sample packs or samples – these photos will disqualify your entry.
- Keep in mind we’d like to see how these resources helped enhance your event – and how much parents loved receiving them from your group – so feel free to get creative with your photos!

3. How to submit your (5) eligible photos

You must send your (5) eligible photos (in any format) to photos@ptoday.com by 10/15/12. Your email must also include the following:

- Your full name and parent group title
- Your school name, city and state
- Preferred email address and phone number (so that we can contact you if you’ve won)
- A short description of your back-to-school event and how having these freebies for parents enhanced your event
- A minimum of (5) photos that meet the criteria outlined in section 1 above

4. Judging of photos and awarding of prize

Submitted eligible photos will be judged by the PTO Today staff according to submission guidelines outlined above. The parent group that submits the “best photo” as determined by PTO Today will be awarded a travel gift certificate in the amount of \$1,000.00 USD (or a total of (2) gift certificates in the amount of \$500 each). Winner will be notified before the end of December 2012 and will be contacted by the PTO Today leader support team both via email and phone. Winner has 7 business days to respond and accept the winnings; if after 7 business days chosen winner has not accepted via email or written correspondence, PTO Today may choose another winner. Odds of winning based on the number of eligible entries received. Prize is non- transferrable and no substitutions allowed. Winning school is responsible for any taxes. Employees of School Family Media, PTO Today, Inc., and its affiliates are not eligible to participate. Schools that are located in Hawaii, Alaska and Puerto Rico are not eligible to participate in this opportunity. Void where prohibited by law. PTO Today and School Family Media Inc. will have exclusive rights to all photos submitted. PTO Today reserves the right to make changes to the dates and details of this giveaway. For further questions email leadersupport@ptoday.com or call 1-800-644-3561 x208.