



Photo Contest Rules and Regulations

Ag for Life is launching its 4th annual #FarmBabies20 photo contest, an Alberta-wide contest with over \$250 in prizes available to be won.

“Our #FarmBabies20 contest is a fun way to welcome spring on the farm and celebrate the countless hours of work that farmers and farm families spend caring for their new arrivals,” says Luree Williamson, CEO Ag for Life. “Many people don’t understand the dedication and care that goes into raising livestock, so by sharing these photos and stories we hope to help educate Albertan’s about life on the farm and the vital role agriculture plays in our lives.”

The #FarmBabies20 contest is open to all Alberta residents. Entries must be photographs taken in Alberta of farm animals born January 1, 2020 to June 1, 2020. One grand prize winner will receive a selection of goods valued at over \$250.

Ag for Life will share entries on social media and on its website. To learn more about the #FarmBabies20 photo contest visit: www.agricultureforlife.ca.

Sponsor

- The Photo Contest is sponsored by Agriculture for Life, Inc. (Ag for Life), 32 Priddis Creek Drive, Foothills, AB T0L 1W2.

Theme

- #farmbabies20
- Farm animals born from January 1 – May 31, 2020

Eligibility

- The Contest runs from March 20, 2020 at 12 a.m. MST to May 31, 2020 at 11:59 p.m. MST. Information on how to enter and prizes form part of these official rules (“Official Rules”). By submitting an entry, each entrant agrees to the Official Rules and warrants that his/her entry complies with all requirements set out in the Official Rules.
- The #farmbabies20 Contest (“Photo Contest”) is open to all Alberta residents.
- Minors must include parental consent with their submission(s). Should a minor be awarded the grand prize, a parent or guardian will be required to accept prize on their behalf.
- All entries must be photographs taken in Alberta.

- Ag for Life retains the sole discretion to change the rules of the contest at any point without notice.

Submitting Your Photo

- Each individual may enter up to two photographs.
- Each entry consists of an entry form and a single image.
- To enter, visit agricultureforlife.ca and complete a photo submission form with the required information, including your name, address, telephone number, email address and photo caption with date of birth of animal.
- The photograph, in its entirety, must be taken by the Contest entrant. By entering the Contest, the entrant represents, acknowledges, and warrants that the submitted photograph is an original work created solely by the entrant, that the photograph does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the photograph.
- The photograph must not, in the sole and unfettered discretion of Ag for Life, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.
- By submitting your photo(s) you hereby consent to the publication of photographs or other images submitted in connection with the Photo Contest. The image(s) may be used in its original form or in any edited form without prior approval of the contents of those materials. You represent and warrant that you are the owner of the photo and that you have the rights to grant Ag for Life the rights herein without violating any third parties.
- Ag for Life is not collecting any personal information, and that all photographs remain the property of the owner.

Technical Guidelines

- Entries are to be digital photographs and submitted electronically as Jpeg or Tiff files.
- We require a high-resolution version of your photo, at least 1100 x 1500 pixels (200 dots-per-inch).
- Photos should not be compressed.
- Cropping of photos is permitted, tonal or colour corrections are acceptable.

Judging Process

- The judging panel will consist of a panel of three people, including Ag for Life Sponsors and other non-Ag for Life members. All decisions of the judges are final.
- Contest consists of two (2) rounds of evaluation. In Round One, each judge in a panel ("Judges") will select twenty (20) or less entries from among all eligible entries based on the following criteria ("Judging Criteria"): (1) aesthetics (cuteness); (2) photographic quality; (3) originality and authenticity of the content. The entries selected in Round One will proceed to

Round Two. In Round Two, the Judges will collectively select one finalist based on the Judging Criteria. Decisions of the judges are final and binding.

Deadline

- All submissions must be received by 11:59 pm MST on Sunday, May 31, 2020. The winner will be contacted via email on or before June 28, 2020.
- We thank all entrants for their submission, but only winners will be contacted. If the winner does not respond to our email and claim the prize within 10 days, the prize will be forfeited.

Prize Information

- One grand prize winner will be awarded and receive a selection of goods valued at approx. \$250 at retail locations in Alberta.
- All Prizes must be accepted as awarded, without substitutions or transfers, and cannot be converted to cash. Any additional costs incurred in collecting and using a Prize is the winner's responsibility.
- Finalists will be notified by e-mail and/or phone. If no response to any such e-mail or telephone inquiry is made within seven days of the date on which it was first made, the winner will be deemed to irrevocably forfeit the Prize and a new finalist entry may be selected. All decisions of Ag for Life representatives are final.
- The odds of winning depend upon the number of entries received and/or the number of contestants participating in the contest.

Limitation of Liability

- Ag for Life, its representatives and their respective sponsors, employees or contractors are not responsible for printing or typographical errors in any contest related materials, or for stolen, lost, late, misdirected, damaged, incomplete, or illegible entries. Ag for Life reserves the right to cancel or modify any or all of the contests if fraud or technical failures compromise the integrity of any or all of the contests as determined by Ag for Life in its sole discretion.

Publication

- Winner's names and photographs will be published on Ag for Life and sponsor websites as well as social media channels.
- Ag for Life reserves the right to publish any entry and/or use any entry in promotional and advertising materials. Published photos will be credited to the photographer where possible.
- By participating in this contest, each entrant agrees to provide Ag for Life with the non-exclusive right to use their images.

Copyright

- Copyright of the image remains the property of the photographer. Published photos will be credited to the photographer where possible.

- Entries must be submitted by the original photographer. Do not submit a photo taken by someone other than you. You must be the sole owner of the copyright of any image submitted. Your submission of the photo and consent form is your guarantee that you are the author and copyright holder of the photo. When the subjects are children, parental consent is required.
- The applicant acknowledges that they have sufficient written permission of any recognizable locations or people appearing in the photograph to be able to grant to Ag for Life the right to publish their submission.

For additional information contact:

By email: info@agricultureforlife.ca or by mail.

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