

# Quit Now Indiana 2010 Contest

## “Eligibility Requirements and Contest Rules”

The Quit Now Indiana contest is a collaboration between Indiana Tobacco Prevention and Cessation, INShape Indiana and Indiana State Department of Health. The entry period for the contest starts June 14, 2010, and ends September 30, 2010. The contest period starts October 1, 2010, and ends October 31, 2010. Participant(s) are defined as any person (18 years or older and a legal resident of Indiana) who uses tobacco daily and pledges to stop using tobacco during this period. Contest entries must be received no later than September 30, 2010. One entry allowed per person. The winner(s) of the drawing will receive donated prizes from contest sponsors.

Participant(s) who successfully complete the month-long quit-smoking contest will have an opportunity to be selected in a random drawing to win designated prize(s). Participant(s) selected in the random drawing become a potential winner(s). A potential winner is defined as any person (18 years or older who meets all eligibility qualifications) who has participated in the month-long quit-smoking contest.

A potential winner will be notified by a promotional representative via telephone and mail. Once selected, a potential winner will be asked if he or she has used tobacco—even a little—between October 1 and October 31, 2010. A credible character reference will be asked to verify how long the potential winner used tobacco and whether he or she has successfully stopped using tobacco. Participant must supply a credible character reference if his or her name is drawn. A potential winner will be required to have a urine or saliva test to further verify his or her tobacco-free status. If that participant fails (by testing positive for traces of nicotine or cotinine), he or she will be disqualified. Potential winner(s) who are disqualified for any reason automatically forfeit any rights and/or ownership of named prize(s). All disqualified potential winners will be discarded and a new name will be randomly selected to repeat the verification process.

A winner(s) who has been successfully verified as tobacco free will have seven days from notification to claim their prize(s). All winner(s) are subject to Indiana State laws and responsible for all appropriate taxes. Prizes are not transferable and may not be assigned to any other person or entity. There is no cash value, cash redemption or cash transfer in lieu of any merchandise prize.

The State of Indiana, INShape Indiana, Indiana State Department of Health, and Indiana Tobacco Prevention and Cessation, including their marketing agencies and any/all prize sponsors, make no express or implied warranties of any kind with respect to the safety, appearance or performance of any prizes offered. The odds of winning a prize are dependent upon the number of entries received. Employees and immediate family members of INShape Indiana, Indiana State Department of Health, and Indiana Tobacco Prevention and Cessation and its advertising and promotional agencies are not eligible to participate in the contest.

## Eligibility Requirements and Contest Rules

1. There is no purchase necessary to participate.
2. To be eligible, each participant must be 18 years or older, a legal resident of Indiana and use tobacco daily.
3. Contest entries must be received no later than September 30, 2010. One entry allowed per person.
4. Participant(s) who successfully complete the month-long cessation contest (October 1 to October 31, 2010) will have an opportunity to be selected in a random drawing to win.
5. A potential winner must supply a creditable character reference who can certify his or her tobacco use status before and during the contest period.
6. A potential winner who does not supply a reference or who has not remained smoke-free during the month-long contest will be disqualified. A new name will be chosen from the remaining entries.
7. A potential winner must remain tobacco free until prizes are awarded.
8. A potential winner must test negative for traces of nicotine or cotinine.
9. A potential winner who fails or tests positive for traces of nicotine or cotinine will be disqualified. A new name will be chosen from the remaining entries.
10. The prize(s) is non-transferable to any other person, including relatives or friends.
11. No substitution, cash equivalent or transfer of prize is permitted.
12. All winner(s) are subject to Indiana State laws and responsible for all appropriate taxes.
13. Final prizes may be substituted or vary, and the state has the right to discontinue the contest at anytime without notice.
14. The chances of winning are dependent on the number of participants entered in the drawing.
15. A list of winners and prizes will be available by sending a request with a self-addressed stamped envelope to Indiana Tobacco Prevention and Cessation, Attn: Quit Now Indiana Contest, 2 North Meridian Street, Suite 2T, Indianapolis, IN 46204.
16. Each participant agrees to all the official rules and holds harmless and indemnifies INShape Indiana, Indiana State Department of Health, and Indiana Tobacco Prevention and Cessation and their advertising and marketing agencies, including but not limited to each prize sponsor and their respective parents, subsidiaries, affiliates, directors, officers, employees and agents against any and all liabilities, damages or causes of action (however named or described), with respect to or arising out of either (i) entrant's participation; or (ii) the receipt or use of the prizes awarded in the promotion.
17. In consideration for being awarded the prize(s), winner(s) hereby agrees and consents, without further authorization, compensation or remuneration of any kind, to the use of winner's name and/or likeness in any and all advertising, promotions and other publicity events conducted by INShape Indiana, Indiana State Department of Health, and Indiana Tobacco Prevention and Cessation and their advertising and marketing agencies, including but not limited to their respective parent companies, subsidiaries and affiliates, except where prohibited by law.
18. Under no circumstances will INShape Indiana, Indiana State Department of Health, and Indiana Tobacco Prevention and Cessation and their advertising and marketing agencies, or sponsors, distributors, suppliers and others involved in this promotion, or otherwise making available this prize drawing, be liable to any person or entity whatsoever for any direct, indirect, incidental, special, compensatory, consequential, or punitive damages or any damages whatsoever for any reason related to the Quit Now Indiana contest or prize drawing.
19. INShape Indiana, Indiana State Department of Health, and Indiana Tobacco Prevention and Cessation reserve the right to contact participant(s) with future health information.