

**RIF “RALLY TO READ 100” SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE, PAYMENT OR DONATION IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT OR DONATION OF ANY KIND WILL NOT INCREASE CHANCES OF WINNING. INTERNET ACCESS IS REQUIRED TO PARTICIPATE. VOID WHERE PROHIBITED BY LAW.**

**1. ELIGIBILITY:** The RIF “Rally to Read 100” Sweepstakes (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States and the District of Columbia (collectively, the “Eligibility Area”) who are at least 18 years of age or older, and who are educators or volunteers providing educational instruction or book access to students in any grade from Kindergarten through 5<sup>th</sup> Grade at a public/private/home school or other learning environment (each such individual, an “Educator”). Employees, officers and directors of Sponsor and its parents, subsidiaries, affiliates, and any entity involved in the development, administration, promotion, or implementation of the Sweepstakes, and members of the immediate families (spouses and parents, children and siblings and their spouses) and persons living in the same household of such individuals are not eligible. Any determinations of eligibility will be made by the Sponsor whose decisions are final and may be made at any time. The Sweepstakes is subject to all applicable Federal, state, and local laws and regulations and is void outside the Eligibility Area and where prohibited/restricted by law or organizational policy. The Sweepstakes is a trade promotion and is not open to the general public.

**2. SPONSOR/ADMINISTRATOR:** The Sweepstakes is sponsored by Reading Is Fundamental, Inc. (the “Sponsor”), whose address is 750 First St. NE, Suite 920, Washington, DC 20002. The administrator of the Sweepstakes is Promotion Mechanics, Inc. (the “Administrator”), whose address is 22 Bayview Ave, Suite 85, Stonington, CT 06378.

**3. AGREEMENT TO OFFICIAL RULES:** Participation in the Sweepstakes constitutes Educator’s full and unconditional agreement to and acceptance of these Official Rules (the “Official Rules”) and understands that the decisions of Sponsor and its designees are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein. Any Educator may be disqualified at Sponsor’s sole discretion if he/she fails to comply with any of the terms of these Official Rules. Note that Educators are entering the Sweepstakes on behalf of the organization (“Organization”) where they provide educational instruction or book access. By entering the Sweepstakes, each Educator represents and warrants that the Organization: (a) has full knowledge of the Educator’s actions in conjunction with the Sweepstakes; (b) has consented to the Educator’s participation; and (c) has consented to the potential receipt and use of the applicable prize(s) described in Section 6. By participating, Educators agree that Sponsor is free to rely upon this warranty and representation, and that Sponsor is under no obligation to independently verify an Organization’s policies and procedures. If an Educator is participating in violation of the applicable Organization’s policies, that Educator may be disqualified from participating in the Sweepstakes and the Organization may be disqualified from receiving a prize. Each Educator agrees to comply with all applicable laws, rules, regulations, policies, guidelines, and terms of service in connection with the Sweepstakes, including in connection with Educator’s submission of Entries (as defined in Section 5 below). The Released Parties (as defined in Section 8 below) hereby disclaim any and all liability or responsibility for disputes arising between an Educator and an Organization related to this matter.

**4. TIMING.** The Sweepstakes begins on October 1, 2024 at 10:00 a.m. Eastern Time (“ET”) and ends on February 28, 2025 at 5:00 p.m. ET. The Sweepstakes consists of four (4) phases (each, a “Phase”), as outlined in the chart below. Entries submitted outside the Entry Phase will not be considered.

<b>Phase</b>	<b>Start Date</b>	<b>End Date</b>
Entry	10:00 AM ET on October 1, 2024	5:00 PM ET on Feb 28, 2025
Winner Selection	On or about March 4, 2025	On or about March 4, 2025
Winner Verification	On or about March 5, 2025	On or about March 11, 2025
Winner Notification	Prize Winners will be notified on or about March 14, 2025	

**5. HOW TO ENTER:** During the Entry Phase, Educators will visit the website [rallytoread.org/sweepstakes](http://rallytoread.org/sweepstakes), provide the required entry information on the Sweepstakes entry form, and submit the entry form. When completing the entry form, Educators will also be presented with the choice to opt-in to Sponsor's email marketing list by checking the applicable box on the entry form; however, opting-in to the list is not required for Sweepstakes entry and will not affect chances of winning. Educators will earn one (1) entry into the Sweepstakes (on behalf of their Organization) by successfully completing the entry form during the Entry Phase. Limit one (1) entry per person and per email address, per day. Multiple Educators are not permitted to share the same email address.

Entries will be disqualified if they are late, incomplete and/or in excess of any stated entry limit. Sponsor's hosted web server will be the official time clock for the Sweepstakes, and Sponsor's records are the official records for determining when any entry was received. The use of any device or technique to automate participation in this Sweepstakes, including but not limited to, participation using any bot, macro, script, hack, on-line sweepstakes service or form-filling software (or any other devices or techniques intended to automate any part of participation in the Sweepstakes) is prohibited. Participation by any means which subvert the participation process as described herein will be void. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, irregular in any way, or otherwise not in compliance with these Official Rules. If Sponsor or its designee, in its sole discretion, determines that any participating Educator has used any device or technique to automate or subvert the participation process or participation limits, all participation by that Educator will be void and future participation attempts by the Educator at issue may be blocked. All submitted information becomes property of Sponsor and will not be returned. Any acknowledgment of receipt of entry does not constitute any representation as to eligibility, selection as a potential prize winner nor is it otherwise binding upon the Sponsor or any other party, in any respect. Proof of submission of entry does not constitute proof of receipt of entry. In the event of a dispute as to the identity of the Educator associated with any entry, the authorized account holder of the email account or phone number associated with the applicable Sweepstakes registration, at time of submission, will be deemed to be the Educator entering the Sweepstakes, as applicable. The "authorized account holder" is the natural person assigned to the applicable email account by the email service provider, or to the applicable phone number by the applicable telephone service provider. Educators associated with a potentially winning entry may be required to show proof of being the authorized account holder. In the event a dispute regarding the identity of the person who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Educators are solely responsible for internet access and usage charges incurred during participation in the Sweepstakes, if any. If you opt to use a wireless mobile device to submit an entry, data rates and other charges may apply; check with your mobile carrier for rates/details. You further agree that by providing your mobile phone as part of your entry information, you are consenting to Sponsor or Administrator contacting you via a live call or text message to your mobile phone if your entry is selected as a potential winner, which will be subject to the charges pursuant to your wireless service provider's rate plan.

**6. RANDOM DRAWING/ODDS/PRIZE DESCRIPTIONS:** On or about March 4, 2025, Administrator, an independent judging organization will select one hundred (100) potential winning entries in a random drawing from among all eligible entries received during the Entry Phase. Odds of winning a prize depend on the total number of eligible entries received during the Entry Phase.

One hundred (100) prizes will be made available, each consisting of a book collection of one hundred (100) books appropriate for grades K-5 as selected by Sponsor in its sole discretion, with an approximate retail value of \$400 per prize. Note that each prize may include multiple copies of the same book title. Prizes will be awarded to the Organization associated with each winning entry, pending verification of eligibility of the associated Educator and Organization, and their continued compliance with these Official Rules. As a condition of claiming a prize, each winning Organization agrees to grant the corresponding winning Educator primary access to the prize books for use in the Educator's classroom or program within the Organization, if the Educator so desires.

Any prize details not specified will be determined by Sponsor in its sole discretion. All expenses not specifically included as part of a prize, are not included as part of any prize package, and are solely the prize recipient's responsibility. **Limit one (1) prize per Organization.** Prize recipients should expect to receive their prizes by mail within approximately 6 to 8 weeks following winner verification. Prizes will only be shipped to an Organization's verifiable address in the 50 United States or Washington, DC. See Section 7 below for winner notification details and additional prize restrictions.

**7. WINNER NOTIFICATION AND ADDITIONAL PRIZE RESTRICTIONS:** Prizes will be shipped to the Organization named on the applicable winning entry, at the address provided in the applicable winning entry.

Sponsor reserves the right in its sole discretion (but is not required to) to notify (or to have its designee notify) the Educator associated with each winning entry by email and/or phone. Further, at Sponsor's sole discretion, potential winning Organizations and the associated Educators may be required to complete a declaration of eligibility, a liability release, and (where legal) a publicity release, which must be returned within the time period specified at the time of such request. Proof of identity, age, and legal residence may be required to claim a prize. Any Educator or Organization may be disqualified in Sponsor's sole discretion if: (a) they fail to reply or to provide any required information or properly completed documents within the required time period (as applicable); (b) they fail to comply with any of the terms of these Official Rules; and/or (c) any prize or prize notification is returned as undeliverable. In the event of disqualification of the Educator or Organization associated with a particular winning entry, at Sponsor's sole discretion the prize may be awarded to an alternate Organization randomly selected from among the remaining applicable eligible entries, pending verification of eligibility of that Organization and the associated Educator. No responsibility is assumed by the Released Parties (as defined in Section 8 below) for any incorrect physical/postal address, email address or phone number associated with an entry, or for any change of address, email address or phone number after entry. All taxes on prizes (including without limitation Federal, state and local taxes) and all expenses related to acceptance and use of prizes and not specified herein are sole responsibility of the prize recipients. Prizes are non-transferable and no prize substitution will be made except by Sponsor due to prize unavailability, safety or security considerations, or any other reason as solely determined by Sponsor in which case a prize of comparable or greater value will be awarded. All other costs and expenses associated with acceptance and use of a prize not specified as being awarded are the sole responsibility of the winners. Sponsor will not replace any misdirected, lost, damaged or stolen prizes.

**8. RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Sweepstakes, Educators and their Organizations agree to forever and irrevocably release, discharge and hold harmless Sponsor, Meta, Facebook, Instagram, X (formerly Twitter), and other social media entities, together with their respective parents, subsidiaries, affiliates, and any entity involved in the development, administration, promotion, or implementation of the Sweepstakes, together with the respective parents, officers, directors, employees, representatives, agents, shareholders, successors and assigns of each (aforementioned individuals and organizations collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use/misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors or problems of any kind related to computers, servers, software, or telephone or network lines; (c) printing errors or any errors made in the advertisement of the Sweepstakes; (d) errors in the administration of the Sweepstakes, the processing of entries or prize claims, or the announcement of prizes; (e) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from your participation in the Sweepstakes or receipt of any prize; and/or (f) any condition caused by events beyond the control of the Sponsor that may cause the Sweepstakes to be disrupted or corrupted. Released Parties expressly disclaim any responsibility or liability for injury or loss to any person or property resulting from the Sweepstakes or relating to the delivery and/or subsequent use or misuse of any prizes awarded. Without limiting the foregoing, the Sweepstakes, all prizes, and all materials are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement (with the exception of manufacturer's warranties, if applicable).

**9. GENERAL CONDITIONS:** The Released Parties are not responsible for and shall not be liable for: (a) electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or for any human, typographical, printing or other error relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in the administration of the Sweepstakes, processing of entries; the announcement of the prizes or in any Sweepstakes-related materials; (b) failed, incomplete, garbled, or delayed computer transmissions; (c) late, lost, garbled, misdirected, incomplete, stolen, delayed or misdirected entries or prize claims; (d) inaccessibility of any website in whole or in part for any reason; (e) damage to Educator's or any person's computer, mobile device or other equipment or the contents thereof; and/or (f) any condition caused by events that may cause the Sweepstakes to be disrupted or corrupted. In the event of any conflict between any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any Sweepstakes advertising materials, the details of the Sweepstakes as set forth in these Official Rules shall prevail. In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem as well as any natural disaster, disease, civil disturbance or governmental action which interferes with Sponsor offering the Sweepstakes, the Sponsor may, in its sole discretion, either: (i) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; (ii) award the prizes from among the applicable eligible entries received up to the time of the impairment; and/or (iii) proceed in such a manner as may be

deemed fair and equitable by Sponsor in its sole discretion. Although Sponsor attempts to ensure the integrity of the Sweepstakes, Released Parties are not responsible for the actions of Educators or other individuals in connection with the Sweepstakes, including Educators' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, and/or proper conduct of the Sweepstakes. Any attempt by any person to obtain more entries than the maximum number permitted, using multiple/different identities or any other methods including entry automation, macros, or scripts will void all of that person's entries. Sponsor reserves the right, at any time and at its sole discretion, to disqualify and/or deem ineligible to participate in this Sweepstakes or any future Sponsor promotion, any individual it suspects: (1) to be tampering with the entry process or the operation of the Sweepstakes or attempting to defraud Sponsor in conjunction with participation in the Sweepstakes; (2) to be acting in violation of these Official Rules; (3) to be acting in bad faith or in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (4) to have failed to agree to these Official Rules; and/or (5) to be in violation of these Official Rules. CAUTION: ANY ATTEMPT BY AN EDUCATOR OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE SWEEPSTAKES SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Internet entry must be made by the Educator only at the authorized web site address listed in these Official Rules. By participating in this Sweepstakes, Educators and their Organizations agree to waive any right to claim ambiguity or any deficiency in these Official Rules or the Sweepstakes, including its administration. When terms such as "may" are used in these Official Rules, the Sponsor and Administrator have sole and absolute discretion.

**10. PUBLICITY:** Entrance into the Sweepstakes by an Educator shall constitute and signify such Educator's agreement and consent that Sponsor and its designees shall have a royalty-free, irrevocable, perpetual, non-exclusive, worldwide license, right, and permission to use Educator's first and last names, Organization name, address (city and state), photograph, likeness, voice, biographical information, entry, written or oral statements related to the Sweepstakes, and/or prize information (collectively, the "Materials"), or to refrain from doing so, in any manner or media whatsoever, for advertising and promotional purposes in conjunction with the Sweepstakes and similar promotions, without notice to or further approval of Educator, except where prohibited by law. If requested, each Winner will sign any documentation required for Sponsor or its designees to receive and/or exercise any of the rights granted by winner in this Section. Educator and their affiliated Organization acknowledge that they shall not have any right or claim of approval, including, but not limited to any right or claim of compensation, arising out of the use, alteration, distortion, or illusionary effect or use in any composite form of the Materials.

**11. INDEMNIFICATION:** By participating in the Sweepstakes, each Educator and their Organization agrees to indemnify, defend, and hold harmless the Released Parties from and against any and all claims, causes of action, damages, losses, liabilities, and expenses (including reasonable attorneys' fees and disbursements), including, but not limited to, those related to personal injury, death, or damage to or loss of property, arising out of or relating to (i) such Educator and/or Organization's entry into and/or participation in the Sweepstakes, including, but not limited to, such Educator's entry and any dispute with any party that may arise in connection therewith; (ii) Educator and/or Organization's receipt, use, or misuse of any prize awarded under these Official Rules, (iii) such Educator and/or Organization's breach of any of the terms of these Official Rules, and/or (iv) any violation by Educator and/or Organization of any applicable law, rule, regulation, policy, guideline, and/or term of service in connection with the Sweepstakes including in connection with Educator's submission of an entry.

NOTWITHSTANDING ANYTHING TO THE CONTRARY, EACH EDUCATOR AND ORGANIZATION ACKNOWLEDGES AND AGREES THAT UNDER NO CIRCUMSTANCES WILL: (I) AN EDUCATOR OR ORGANIZATION BE PERMITTED TO OBTAIN ANY AWARD FOR, AND EACH EDUCATOR AND ORGANIZATION HEREBY EXPRESSLY WAIVES ALL RIGHTS TO CLAIM, ANY (A) INDIRECT, PUNITIVE, INCIDENTAL, SPECIAL CONSEQUENTIAL AND/OR OTHER DAMAGES OTHER THAN ACTUAL OUT-OF-POCKET COSTS INCURRED WHETHER FORESEEABLE OR UNFORSEEABLE EVEN IF THE EDUCATOR OR ORGANIZATION HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES; AND (B) TREBLED, MULTIPLIED, OR OTHERWISE SIMILARLY INCREASED DAMAGES, AND/OR (II) SPONSOR INCUR ANY LIABILITY WHATSOEVER AS A RESULT OF SPONSOR REFRAINING FROM THE EXPLOITATION OF ANY OF THE RIGHTS SET FORTH IN THESE OFFICIAL RULES.

**12. COLLECTION AND USE OF PERSONAL INFORMATION:** By participating in the Sweepstakes, Educators and Organizations agree and consent to Sponsor's collection, use and retention of their personal information

provided in their entries for all purposes related to the Sweepstakes (including, without limitation, processing and administering entries, sharing an Educator's personal information with Sponsor's service providers, contractors, and prize partners, as necessary to conduct and operate the Sweepstakes, communicating with and awarding prizes to winners, making public announcements about winners, and advertising, promoting and publicizing the Sweepstakes), as well as in accordance with Sponsor's Privacy Policy published at <https://www.rif.org/privacy-policy> provided that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail.

**13. DISPUTES/CHOICE OF LAW:** Except where prohibited, by participating in the Sweepstakes, each Educator and Organization agrees that: (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the District of Columbia; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes (if any) but in no event attorneys' fees; (c) under no circumstances will an Educator or Organization be permitted to obtain awards for (and each Educator and Organization hereby waives all rights to claim) punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses and any and all rights to have damages multiplied or otherwise increased; and (d) an Educator's and/or Organization's remedies are limited to a claim for money damages (if any) and each Educator and/or Organization hereby irrevocably waives any right to seek injunctive or equitable relief. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, an Educator's and/or Organization's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the District of Columbia, without giving effect to any choice of law or conflict of law rules (whether of the District of Columbia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the District of Columbia. All Educators and Organizations hereby consent to the jurisdiction of such courts and waive any defense of inconvenient forum.

**14. SEVERABILITY/HEADINGS:** If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.

**15. WINNERS' LIST:** For a list of the winning Organizations, mail a self-addressed, stamped envelope to be received by June 30, 2025 to: RIF "Rally to Read 100" Sweepstakes Winners, PMI Station, PO Box 750, Southbury, CT 06488-0750. Winner information may also be posted online at RallytoRead.org and/or other websites, in Sponsor's sole discretion.

By participating, you hereby acknowledge that the above referenced Sweepstakes is in no way sponsored, endorsed, administered by, or associated with, Meta, Facebook, Instagram, X (formerly Twitter), or other social media entities. You understand that you are providing your information to Sponsor, not to Facebook, Instagram, X, or other social media entities. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not to Facebook, Instagram, X, or other social media entities.