

## Learning Ally 2021 Great Reading Games Contest Official Rules

**1. Eligibility:** Learning Ally Great Reading Games Contest (the “Contest”) is open only to enrolled Learning Ally schools of the fifty (50) United States and the District of Columbia. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor and Administrator:** Learning Ally, Inc., 20 Roszel Road, Princeton, NJ 08540.

**3. Timing:** The Contest begins on January 11, 2021 at 12:00 a.m. Eastern Time (“ET”) and ends on February 28, 2021 at 11:59 p.m. ET (the “Contest End Date”).

**4. How to Enter:** During the Contest, visit [LearningAlly.org/GreatReadingGames](https://LearningAlly.org/GreatReadingGames), and follow the steps to login and complete entry. Upon submission, the selected school(s) automatically will receive entry into the Contest. Any attempt by a school to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant’s entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant.

**5. Awards:** Decisions as to the administration and operation of the Contest and the selection of the potential winners is determined by the Administrator and are final and binding in all matters related to the Contest. Administrator will evaluate the score results after the Contest End Date. The score will only be calculated for those schools using Learning Ally’s audiobook reading app. Points will be given as follows:

- 100 points for every day a student reads 20 minutes on a weekday (M, T, W, Th, F);
- 50 points for every day a student reads 20 minutes on a Saturday or Sunday;
- 10 points for every page read;
- 1 point for every student that you have reading during the contest period.

New! 5 ways to Boost-Up your GRG Score prior to the start of the Games:

- 200 points for every new educator that is added (Nov 9th - Jan 10th)
- 1000 points for every unique educator that adds a book to a student’s bookshelf (November 9th - Nov 30th)
- 500 points for every unique educator that adds a book to a student's bookshelf. (December - January 10)
- 5000 points and a digital school badge if you get 4 or more educators to add a book to a student’s bookshelf
- 2000 points if this is your first year participating in GRG.

Points will be added together to determine your rank. Only schools that have at least 5 students with reading activity showing during the Contest period will be eligible to win. Schools with less than 5 students can still participate but those students will only be eligible for individual prizes.

**6. Brackets:** Participating schools will be placed into one of 12 brackets based on the name of the school, students' grade levels and school's previous reading activity. The Top 10 schools will be shown on a leaderboard in each bracket.

There are three bracket categories for grade level: elementary school (PK-5), middle school (6-8) and high school (9-12).

A school's grade category is determined by the name of the school or, in the scenario where Elementary, Middle or High does not exist in the name, the maximum number of students reading in a grade level. In the event that Elementary, Middle or High does not exist in the school name, the grade level with the highest number of students reading is then compared to grade categories; this then determines which grade category the school is placed in. (Example: School XYZ has 13 kids reading in grade 4, 12 kids reading in grade 5, and 19 kids reading in grade 6. Since 19 is the highest count of students reading, grade 6 is the MAX grade band and therefore this school competes in the middle school category.)

In the event that there is a tie across all grade levels, the school's grade category is simply the highest of the grade levels. (Example: School ABC School XYZ has 13 kids reading in grade 4, 13 kids reading in grade 5, and 13 kids reading in grade 6. All grades are tied but Grade 6 is the highest grade category; therefore this school competes in the middle school category.)

In the event that Elementary, Middle or High does not exist in the name, and there are no students reading, the school will be placed by default in the Middle School Blue bracket.

Under each grade level category, there are four brackets: purple, blue, green and orange. Schools are placed into these brackets based on their past reading activity with Learning Ally. The Administrator has completed in-depth analysis to place schools into a bracket in order to allow them to participate in the Contest alongside other schools that are most like them. The longevity of the school's participation with Learning Ally, the number of students reading, and the amount of reading were all taken into consideration. Decisions as to the placement of schools into a bracket is determined by the Administrator and are final and binding in all matters related to the Contest.

## **7. Prizes:**

- \$500 digital gift card for the top school in each bracket
- \$150 digital gift card for schools placing 2nd through 5th in each bracket
- \$100 digital gift card for schools placing 6th through 10th in each bracket
- \$100 digital gift card for the top 30 students in each grade level (10 in Elementary, 10 in Middle and 10 in High School)
- \$100 gift card for #GRG21 activities. Share on social to win!

Winners may also be featured in promotional videos and stories on the Learning Ally website and other media outlets.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize or a component thereof for one of equal or greater value for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on utilization of Learning Ally software (pages and days read) during the Contest Period and participation in the Secondary Award. Rules about claiming prizes are noted in Section 9.

**8. Secondary Award:** Participating schools and students are eligible for a Secondary Award during the Contest. To be entered for the Secondary Award, the **school** must have the most creative social "brag" post about how their school is doing in the contest, how they are involving all students across the school, and/or showing their bookshelf or reading area posted on social media with the hashtag #GRG21. To be entered for the Secondary Award, the **student** must share a "shelfie," a screenshot/photo of the books on their Learning Ally bookshelf on the app using the hashtag #GRG21. When their activity is posted using hashtag "#GRG21" on Twitter, Facebook, Instagram or Pinterest, the school or student will automatically be entered to receive the Secondary Award. By posting to #GRG21, participants are giving Learning Ally permission to share photos and quotes on social media, the Learning Ally website and educator materials. Decisions as to the administration and operation of the Secondary Award and the selection of the potential winners is determined by the Administrator and are final and binding in all matters related to the Contest. The Administrator may work with a celebrity author to determine the final winner of the Secondary Award. The winners will be notified and awarded a \$100 gift card..

**9. Prize Claim:** The educator who signs up their schools for the Contest will receive an email if one of their schools or students wins. The educator must confirm their prize by filling out their shipping address after receipt of that email via an included online form. The form must be completed by March 31, 2020 to confirm the prize. If Learning Ally does not receive the shipping address by March 31, 2020, the prizes will not be shipped and the winning school forfeits their prize.

**10. Publicity:** Except where prohibited, participation in the Contest constitutes each winner's consent to Sponsor's and its agents' use of winner's school name, photograph, hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. Students' full name and information will not be shared unless the Administrator receives confirmation that the school has parent permission.

**11. Release:** By entering the Contest, each entrant agrees to be bound by these Official Rules and by all applicable laws and decisions of Sponsor which shall be binding and final, to forever waive any rights to claim ambiguity with respect to these Official Rules and to forever and irrevocably to release, defend, indemnify and hold harmless Contest Entities, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, and from any liability (including, but not limited to, liability for defamation, libel, slander, invasion of privacy, infringement of publicity or any intellectual property rights, any property loss, damage, personal injury, bodily injury, death, expense, accident, delay, inconvenience or irregularity, and any indirect, incidental, consequential, special, punitive or exemplary damages of any kind even if the Released Parties have been advised of the possibility of such loss or damages), costs and expenses (including, without limitation, reasonable outside attorneys' fees)

that may arise in connection with: (a) the Contest including but not limited to any Contest-related activity or element thereof, and the entrant's entry, participation or inability to participate in the Contest, (b) typographical errors in these Official Rules or any Contest promotional materials, (c) acceptance, attendance at, participation in, travel related to, possession, receipt, delivery of, defects in, use, misuse or inability to use a prize (or any component thereof), (d) any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond Sponsor's control, (e) any interruptions in or postponement, cancellation, or modification of the Contest, (f) human error, (g) incorrect or inaccurate transcription, receipt or transmission of any part of the entry, (h) any technical malfunctions or unavailability of the Contest Site or any computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider utilized by any of the Contest Entities or by an entrant, (i) interruption or inability to access the Contest, the Contest Site or any other Contest-related web pages, or any online service via the Internet due to hardware or software compatibility problems, (j) any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Contest, (k) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (l) any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (m) any wrongful, negligent, or unauthorized act or omission on the part of any of the Contest Entities, or any of their agents or employees, (n) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof). Prizes are provided, as is, without warranty of any kind. Each prize winner hereby acknowledges that the Contest Entities have neither made nor are in any manner responsible or liable for any express or implied warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or any component thereof.

**12. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**13. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, if it is possible. If the Contest, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of

prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**14. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for New Jersey or the appropriate New Jersey State Court; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New Jersey without giving effect to any choice of law or conflict of law rules (whether of the State of New Jersey or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New Jersey.

**15. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.learningally.org/privacy/>.

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