

MAKE YOUR MARK ON HUNGER CAMPAIGN SWEEPSTAKES

OFFICIAL RULES

Important: Please read these Official Rules before entering this sweepstakes (the "Sweepstakes"). By participating in the Sweepstakes, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

- Sponsor/Administrator:** This Sweepstakes is sponsored by Points of Light Institute, 600 Means Street NW, Suite 210, Atlanta, Georgia 30318 ("Sponsor"). The Sweepstakes is administered by GenerationOn, a program of Sponsor, located at 35 W 35th Street, 6th Floor, New York, NY 10001 ("Administrator"), on behalf of Sponsor. You may contact Administrator by sending an email to sfanslau@generationon.org.
- Eligibility:** The Sweepstakes is offered and open only to individuals legally residing in one of the fifty (50) United States or Washington DC who are at least 18 (eighteen) years of age or the age of majority in their state of residence on the date of entry in the Sweepstakes. The directors, officers and employees of Sponsor and Administrator, and each of their respective parents, subsidiaries and affiliated companies, distributors, advertising, promotional and judging agencies, persons engaged in the development, production or distribution of materials for this promotion and the immediate family members (parent, child, sibling and spouse of each) of, and/or other persons (whether related or not) living in the same household as, such individuals are not eligible to participate in the Sweepstakes. The Sweepstakes is void in Puerto Rico, all US territories and possessions, and where prohibited by law.
- Sweepstakes Entry Period:** The Sweepstakes starts February 22 at 12:00:00 PM Eastern Time (ET) and ends May 4th at 11:59:59 AM ET (the "Sweepstakes Period"). All entries must be received during the Sweepstakes Period and meet the other requirements in these Official Rules to be eligible to potentially win a prize.
- Prizes:** There are two (2) prize categories for the Sweepstakes with a total retail value of approximately **\$600**. The grand prize winner will receive a \$100 grant to facilitate further community service in addition to a generationOn collateral packet including 5 generationOn t-shirts, 1 generationOn phone cover, 1 portable phone cover and a generationOn Feed bag. Four (4) individuals will win a generationOn collateral packet including 5 generationOn t-shirts, 1 generationOn phone cover, 1 portable phone cover and a generationOn Feed bag.

Prizes are non-transferable. No prize substitutions by the winners allowed. Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value if advertised prizes become unavailable. Prizes may not be sold, bartered or exchanged by any winner. All details of any prize not specified herein shall be determined solely by Sponsor. All federal, state or other tax liabilities arising from prizes awarded in

connection with the Sweepstakes are the sole responsibility of each respective prize winner. All prize winners will be issued an IRS Tax Form 1099 for 2014 tax filing purposes.

5. **How To Enter:** To enter the Sweepstakes, take the following steps during the Sweepstakes Period:
 - Step 1: Visit the Joy Maker microsite at hunger.generationon.org.
 - Step 2: Pledge to participate or Submit your story of service on the Make Your Mark on Hunger microsite; and
 - Step 3: Follow the on-screen instructions to complete the entry form provided.

If any entrant is found to have used multiple or different accounts, such entrant will be disqualified. Limit one (1) entry per person throughout the Sweepstakes Period. All requested information must be provided to Sponsor for entrant's entry to be valid. All entries must be in English. Entries become the exclusive property of Sponsor and will not be acknowledged or returned. All entrants and entries are subject to verification by Sponsor. By entering the Sweepstakes, you consent to being placed on a mailing list for promotional and other purposes. Sponsor's computer is the official timekeeper for the Sweepstakes.

6. **Prize Drawings:** A random drawing to select the prize winners from among all eligible entries received will be conducted by Administrator at 35 W 35th Street, 6th Floor, New York, NY 10001. The decisions made by Administrator are final and binding in all matters relating to the Sweepstakes. Odds of winning a prize are subject to the total number of eligible entries received by the entry deadline.
7. **Notification Of Winners:** Administrator will notify the potential winners by regular mail, email or phone at the postal address, email address or daytime phone number provided with the entry within three (3) business days of the drawing date. The potential winners will be required to complete and return an Affidavit of Eligibility/Liability Release, and, where legal, a Publicity Release, within three (3) business days of issuance of notification of their winner status. An entrant's failure to complete and return any required information and/or documents in the time noted, or the Administrator's inability to provide a potential winner notification of the fact that he or she is a potential winner, will result in disqualification of the potential winners involved and an alternate winner(s) will be selected and notified.

8. **Entry Conditions:** All entrants will be required to indicate that they have read, accepted and agree to be bound by these Official Rules, and that they are at least eighteen (18) years of age. Any individual who attempts to enter or is, in the sole discretion of Sponsor, suspected of entering the Sweepstakes more than once, by any means, including but not limited to establishing multiple e-mail accounts, will be disqualified from participation in the Sweepstakes. In the event of a dispute over the identity of any potential winner, the entry will be declared to have been made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to provide identification and other evidence sufficient to show to Administrator's satisfaction that he/she was the authorized account holder of such email address at the relevant time. It is the sole responsibility of the entrant to notify Administrator in writing if the entrant changes his or her email or postal address during the Sweepstakes Period. Proof of emailing does not constitute proof of delivery or entry. Each entry submission must be manually key stroked and manually entered by the individual entrant. Automated and/or repetitive electronic submissions of entries (including but not limited to entries made using any script, macro, bot, or sweepstakes service) will be disqualified and transmissions from these or related email or IP addresses may be blocked. All entries become the property of Sponsor and will not be returned to the entrants.
9. **Conduct: The Sweepstakes is subject to all federal, state and local laws and regulations.** By entering the Sweepstakes, entrants agree to be bound and to abide by these Official Rules and the decisions of Sponsor and Administrator, which decisions shall be final and binding in all respects. By accepting a prize, each winner acknowledges compliance with these Official Rules. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, in its sole discretion, to disqualify any individual suspected of tampering with the entry process or the operation of the Sweepstakes; or acting in any manner deemed by Sponsor to be in violation of the Official Rules, unsportsmanlike, disruptive or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
10. **Liability Release:** All entrants, as a condition of entry into the Sweepstakes, agree to release and hold Sponsor and Administrator, and their respective employees, officers, directors, parents, subsidiaries, affiliates, divisions, distributors, suppliers, printers, application developers, distributors and advertising, promotional and/or judging agencies,

(collectively, the “Sweepstakes Entities”) harmless from and against any and all liability, loss, cost, expenses, claims or actions of any kind whatsoever for injuries, damages or losses to persons or property that may be sustained in connection with (a) accessing the Sweepstakes page; (b) submitting an entry or otherwise participating in any aspect of the Sweepstakes; (c) the receipt, ownership or use of any prize awarded; (d) preparing for, participating in or traveling to and/or from any prize-related activity; or (e) any typographical or other error in these Official Rules or the announcement or offering of any prize. The winner shall bear all risk of loss or damage to a prize after it has been delivered. Sponsor makes no representations or warranties of any kind whatsoever concerning the appearance, safety or performance of any prize.

11. **Limitation Of Liability:** The Sweepstakes Entities assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of, entries at any point in the operation of the Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or any combination thereof, or; (e) any injury or damage to any participant or to any other person's electronic device that may be related to or result from any attempt to participate in the Sweepstakes or download any materials from the Sweepstakes website. If the Sweepstakes is not capable of running as planned for any reason (which may include, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes), then Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes, in whole or in part.
12. **Publicity Release:** Unless prohibited by law, acceptance of any prize constitutes permission for Sponsor and its designees to print, publish, broadcast and use worldwide in any media, now known or hereinafter known and without limitation, the winning schools’ names, addresses, statements, pictures or other likenesses, without review by or additional compensation to the winner(s), for such public relations, advertising and promotional purposes as may be determined by Sponsor.

Further, unless prohibited by law, submission of an entry into the Sweepstakes authorizes Sponsor and Administrator to print, publish, broadcast and use worldwide in any media, now known or hereinafter known and without limitation, an entrant’s photographs and stories submitted by an entrant in connection with his or her entry into the Sweepstakes, without review by or additional compensation to such entrant, for such public relations, advertising and promotional purposes as may be determined by Sponsor.

13. **Winners List; Rules Request:** To request the names of the winners, which will be available after May 25, 2015, please send an e-mail with subject line: "Get Make Your Mark on Hunger Sweepstakes Winners List" to sfanslau@generationon.org. All such requests must be received by May 22, 2016. **To obtain a copy of these rules, visit hunger.generationon.org or send a stamped, self-addressed business-size envelope to Administrator at the address listed below, Attn: Make Your Mark on Hunger Sweepstakes – Rules Request.**
14. **Information Collection Practices:** The Sweepstakes is subject to Sponsor's privacy policy, available at <http://www.generationon.org/about/privacy>. Except as provided in Rule 12 above, personal information collected from entrants in connection with the Sweepstakes will be used by Sponsor and Administrator solely to administer the Sweepstakes, including notification of winners and inclusion of the names of the winning schools on a publicly available winners list.
15. **Governing Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Sponsor and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Georgia, without regard for conflicts of law doctrine, and all proceedings shall take place in Fulton County, Georgia.