

**Blue Cross Broad Street Run (BCBSR) Virtual Expo
Gift Card Sweepstakes - OFFICIAL RULES
October 2 -October 4, 2020**

NO PURCHASE NECESSARY TO ENTER OR TO WIN THE BCBSR VIRTUAL EXPO GIFT CARD SWEEPSTAKES (THE "SWEEPSTAKES"). VOID WHERE PROHIBITED BY LAW.

1. HOW TO ENTER: From October 2, 2020 at 12:00 a.m. Eastern Time ("ET") through October 4, 2020 at 11:59 ET go to www.broadstreetrun.com/expo to enter for a chance to win.

2. SPONSOR: Blue Cross Broad Street Run ("BCBSR")

3. ADMINISTRATOR: TKE, LLC

4. ELIGIBILITY: BCBSR Gift Card Sweepstakes is open to all Virtual Expo visitors. **No purchase necessary to enter or win.** Employees or family members of employees of the City of Philadelphia, TKE, LLC or Independence Blue Cross, their parent companies, or affiliates, are not eligible to participate in this Sweepstakes. Void where prohibited by law. All federal, state and local laws apply. Odds of winning each prize depend on the number of entries received.

5. GENERAL CONDITIONS: Registering on-line at www.broadstreetrun.com/expo constitutes an entry. All entries must be received by 11:59 pm ET, October 4, 2020.

6. WINNER SELECTION: Four (4) winners will be selected on or about October 6, 2020. Winners will be selected in random drawing from all entries received with the correct 3 word phrase entered. The decision of Sponsor and Administrator is final. Odds of winning any prize depend on the number of eligible electronic. The electronic entries will be combined to build a pool of potential winners. Winner will be notified by email, phone and/or certified mail.

- ❖ **PRIZES:** Total approximate retail value of prizes is \$1,000. Prize structure is as follows:
 - Four (4) \$250 gift cards to retailer, Philadelphia Runner.

7. MISCELLANEOUS: For online entry, limit one entry per IP address for the duration of the sweepstakes. No photocopied or mechanically reproduced entries will be accepted; incomplete or illegible entries are not eligible. No responsibility is assumed for technical failure of any kind or for lost, late, damaged, misdirected, incomplete, altered, illegible or postage due entries. If the Sweepstakes cannot be conducted as planned, for any reason, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, acts of nature, or any other cause beyond the control of Sponsor, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and select winners from among the eligible entries prior to such cancellation, termination, modification, or suspension. Sponsor reserves the right, at its sole discretion, to cancel the register via email entry method of the Sweepstakes if it becomes technically corrupted. Persons suspected or found tampering with or abusing any aspect of this Sweepstakes, or who Sponsor believes to be related to or causing any malfunction, error, disruption or damage will be disqualified. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Electronic entries that are incomplete, incorrect, illegible and/or deemed not eligible by Sponsor or Administrator will automatically be disqualified. Neither Sponsor or Administrator are responsible for any electronic, network, computer or other technical malfunctions that may occur upon collection, processing and transmission of data nor for any type of graphical or other error in the printing of the offer or in administration of the Sweepstakes. Under no circumstances will entrants be permitted to obtain awards for any action or claim related to the Sweepstakes, and entrant hereby waives all rights to claim punitive, incidental, or consequential damages, or any other damages, including attorneys' fees, in relation thereto and entrant further waives all rights to have damages multiplied or increased.

Unclaimed and returned prizes will not be awarded. Prize may be forfeited if the notification is mailed and returned as undeliverable mail without a forwarding address, or if winner is unable to be contacted by telephone. Winner must comply with all Sweepstakes rules as published. All federal, state and local taxes where applicable are the sole responsibility of the prize recipient. Sponsor will report the total value of the prize to the IRS and furnish winner with a federal Form 1099-MISC for any prize with an ARV of \$600 or more. Winners must provide their social security number and, if requested, a completed Form W-9 to Sponsor for tax reporting purposes, and are solely responsible for payment of all federal, state, and local taxes incurred as a result of the award of a prize. No more than the advertised number of prizes will be awarded. BCBSR reserves the right to substitute any listed prize for one of equal or greater value if the designated prize should become unavailable. All prizes are non-transferable, unless agreed upon by BCBSR, and no substitutions will be made. BCBSR reserves the right to cancel this promotion at any time during the promotion period. Sponsor is not responsible for winner limitations that prevent acceptance or use of any prize. All entries become the property of Sponsor and none will be returned.

8. PUBLICITY: Winners will be required to sign and return an Affidavit of Eligibility and Release of Liability/Publicity for the specific prize before prize will be awarded. Winner will be required to return documents within three (3) days from the postmark date on the prize notification letter. Failure to comply with this requirement or return of prize notification as undeliverable will result in forfeiture of prize. Except where prohibited, participation in the Sweepstakes constitutes each winner's agreement and consent to Sponsor's and its agents' use any winners' name, likeness, photograph, voice, opinions, image, biographical and/or prize information and statements for advertising, trade, publicity and promotional purposes in perpetuity, in any media, without notice, review or approval by the winners and without further payment or consideration.

9. RELEASE: By participating, winner releases Sponsor and Administrator and their respective parent, subsidiaries, affiliates, and the directors, officers, employees or agencies of any of the above organizations (the "Released Parties") from and against any and all claims, liability, injury, expenses (including reasonable attorneys' fees), damage, loss or causes of action (however named or described) that may occur, directly or indirectly, in whole or in part, from: (i) participation in the Sweepstakes; (ii) the delivery, mis-delivery, receipt, acceptance, possession, use or misuse of the prizes awarded in the Sweepstakes; (iii) the use of any winner's name, photograph and/or likeness as permitted herein, including, without limitation, claims based on publicity rights, defamation and/or invasion of privacy; and/or (iv) any travel or activity related to the receipt, use or misuse of the prizes, including, but not limited to, personal injury, death and/or property damage.

10. WINNERS LIST: To obtain a list of winners, send a self-addressed, stamped envelope to: TKE, LLC, Attn: "BCBSR Virtual Expo Gift Card Winners", 92 Bethlehem Pike, Philadelphia, PA 19118, by October 6, 2021.

11. CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with this Sweepstakes, shall be governed by, and construed in accordance with the substantive laws of the State of Pennsylvania without regard to its conflict of laws rules. Any action relating to this Sweepstakes shall be initiated exclusively in the state and federal courts located Philadelphia, PA (USA).