

**DETROIT RED WINGS FOR READING CONTEST
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. A PURCHASE WILL NOT
INCREASE YOUR CHANCES OF WINNING.**

Eligibility. The Red Wings for Reading Contest (“Contest”) is open to elementary school teachers (K-5) at the time of entry and through the time any Prizes are awarded, who are: (i) a legal resident of the State of Michigan; (ii) age 18 or over; and (iii) a full or part time employee at an educational institution serving students in grades K-5. **Void where prohibited or restricted by law.**

Any Contest entries received from an ineligible participant will be disqualified. By participating in this Contest, entrants accept and agree to be bound by these Official Rules and the decisions of Sponsor, which shall be final on all matters. Sponsor reserves the right to modify the rules of the Contest in any way at any time, subject to state or federal law.

Sponsor. This Contest is sponsored by the Detroit Red Wings, Inc. (“Sponsor”), 2525 Woodward Avenue, Detroit, MI 48201. All employees, officers, directors and agents and their immediate families or any members of their households, regardless of relationship, of Sponsor or any of its affiliated and related companies or any other company involved with the design, production, execution, or distribution of this Contest are not eligible to participate in the Contest or to win a prize. THE CONTEST IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK OR INSTAGRAM. YOU UNDERSTAND THAT YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AND NOT TO FACEBOOK OR INSTAGRAM.

Contest Entry Period. The Contest Entry begins on Monday, January 29, 2024, at 8:00 a.m. EST and ends on February 12, 2024, at 11:59PM EST (“Contest Period”) and is open to the first two hundred fifty (250) teachers who enter (125 K-2nd grade and 125 3rd-5th grade) . All Entries must be received and recorded by Sponsor during the Contest Entry Period to be eligible.

How To Enter. To enter the Contest, completely fill out the online form available here DetroitRedWings.com/reading. By entering, represents that the participant owns or has the rights to convey all right, title, and interest in such Entry to Sponsor and by entering conveys all right and title in the Entry to Sponsor. Entries will not be returned and may be freely used by Sponsor and the Detroit Red Wings in their sole discretion, including in advertising and promotional materials. **Limit one Entry per person.** Duplicate Entries and Entries not satisfying these requirements, in full, will be disqualified. By entering the Contest,

Sponsor is not responsible for lost, misdirected, late, unsent, incomplete, illegible or unintelligible Entries or for inaccurate or incomplete Entries, regardless of cause, including without limitation, due to human, mechanical or technical error. Participant must notify Sponsor of any changed contact information within the Contest Period to remain eligible to win based on participant’s Entry. Any disputes regarding eligibility or the ownership of an e-mail account will be determined by Sponsor. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be: (1) tampering with the Entry process or the operation of the Contest; (2) acting in violation of these Official Rules or applicable laws; or (3) acting with intent to annoy, abuse, threaten or harass any other person. Any use of artificial intelligence or similar technologies, robotic, automatic, programmed, or similar methods is prohibited, and any such Entries will be disqualified and void.

By submitting an Entry, you agree to participate in the Red Wings for Reading program outlined in the attached Exhibit A and to these Official Rules. All submissions become property of Sponsor and will not be returned. Submission of an Entry hereby grants Sponsor, along with its agents, and/or assigns, an exclusive, irrevocable, unlimited, worldwide, perpetual, sub-licensable license and right to, copy, distribute, publish, display and otherwise use your Entry for purposes of this Contest or for any advertising or publicity on behalf of Sponsor. You agree that any Entry submitted may be used in Sponsor's and the Detroit Red Wings' discretion, including for promotional and advertising purposes and in news media. You certify that you are the creator of the submitted Entry and you have obtained all legally required consents from third parties or other rights holders prior to submission of the Entry.

Prize, Odds, and Selection of Winner. The Contest prize to be awarded is:

Grand Prize: The top performing classroom for each K-2 and 3-5 grades will receive a Two Thousand Five Hundred and no/100 (\$2,500) dollars towards a library upgrade for school.

Second Prize: The 2nd place through 6th place classrooms for each K-2 and 3-5 will receive a Little Caesar's pizza party.

Winning will based on the criteria described in these Official Rules. Decisions will be made by the Sponsor in its sole discretion, in accordance with the criteria set forth in these Official Rules. No transfer, assignment, cash redemption or substitution of any prize is permitted, except by Sponsor due to prize availability and then with a prize of equal or greater value.

On or around April 5, 2024, the Contest winners will be selected based in accordance with the criteria described in these Official Rules, from all eligible Entries received. Sponsor will provide the notification to the winner by email, to the email address submitted with the winning Entry. Winner must respond within five (5) business days of being notified by Sponsor or Sponsor's representatives or the prize may be forfeited and another Contest participant chosen. Contest winner must satisfactorily complete an affidavit of eligibility showing compliance with these Contest Rules. The winner must also sign a liability and publicity release, allowing Sponsor, anyone acting on behalf of Sponsor, and their respective licensees, successors and assigns to, where permitted by law, without any further notice, review, print, publish, broadcast, distribute, and use, worldwide in any media now known or later developed or discovered, winner's Entry and winner's name, portrait, picture, voice, likeness, image or statements about the Contest, and biographical information, as news, publicity or information, and for trade, advertising, public relations and promotional purposes, without any further compensation. Failure to complete these forms may result in forfeiture of the prize. If a potential winner fails to respond to the winner notification or is disqualified for any reason, Sponsor may select an alternate winner in its sole discretion using the judging criteria set forth in these Official Rules.

Contest winner is solely responsible for any applicable federal, state, and local taxes and any expenses associated with delivery, receipt, and acceptance of the prize.

Sponsor reserves the right, in its sole discretion, to modify, terminate, or suspend this Contest should viruses, technical issues, unauthorized human intervention or other causes beyond Sponsor's control corrupt or impair the administration, security or fairness of the Contest. Sponsor is not responsible for any human or technological error that may occur in the processing of Entries or the conduct or administration of the Contest nor is Sponsor responsible for unforeseeable human errors, acts or omissions, or any error, omission, interruption, deletion, defect, communications line failure, theft or

destruction of, unauthorized access to, delay in operation, transmission, or distribution of, or alteration of Entries, whether caused by the sender, the Judges, any of the equipment or programming associated with or utilized in this Contest, or otherwise.

LIMITATION OF LIABILITY AND DISPUTE RESOLUTION. PARTICIPANTS HEREBY RELEASE SPONSOR AND ITS LICENSEES, PROMOTION PARTNERS (INCLUDING THE DETROIT RED WINGS), SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS, AND DIRECTORS, FROM ANY LIABILITY RELATED TO PARTICIPATION IN THE CONTEST, INCLUDING WITHOUT LIMITATION, ANY CLAIM OF INJURY, DAMAGE, LOSS OR LIABILITY TO PERSON OR PROPERTY, DUE IN WHOLE OR PART, DIRECTLY OR INDIRECTLY, TO THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY ENTRY, SUBMISSION, PRIZE OR PARTICIPATION IN THIS CONTEST. ONCE A PRIZE HAS BEEN DISTRIBUTED, PARTICIPANTS UNDERSTAND THAT THERE CAN BE NO CLAIMS FOR LIABILITY MADE AGAINST THE ABOVE-NAMED PARTIES.

EXCEPT WHERE PROHIBITED, THE WINNER ACCEPTING A PRIZE AGREES THAT: (A) ALL ISSUES AND QUESTIONS CONCERNING THESE OFFICIAL RULES SHALL BE GOVERNED BY MICHIGAN LAW WITHOUT GIVING EFFECT TO ANY PRINCIPLES OF CONFLICTS OF LAW OF ANY JURISDICTION; (B) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION AT LAW OR IN EQUITY ARISING OUT OF OR RELATING TO THIS CONTEST OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION AND FILED ONLY IN THE STATE COURTS SITUATED IN MICHIGAN, AND PARTICIPANT HEREBY CONSENTS AND SUBMITS TO THE PERSONAL JURISDICTION OF SUCH COURTS FOR THE PURPOSES OF LITIGATING ANY SUCH DISPUTES, CLAIMS OR CAUSES OF ACTION; (C) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED AND IN NO EVENT SHALL INCLUDE ATTORNEYS' FEES; AND (D) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR, AND PARTICIPANTS HEREBY WAIVE ALL RIGHTS TO CLAIM, DAMAGES OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES, INCLUDING WITHOUT LIMITATION, PUNITIVE, INCIDENTAL, SPECIAL, AND CONSEQUENTIAL DAMAGES, RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, AND ANY OTHER DAMAGES.

Privacy. Any information submitted by participants in the Contest will be treated in accordance with Sponsor's and the Detroit Red Wings' privacy policies, available at <https://www.nhl.com/redwings/team/privacy-policy>

Winners List and Official Rules. For a copy of the Winners List or of these Official Rules, send a self-addressed, stamped envelope for receipt by April 15, 2024, to: Detroit Red Wings for Reading 2525 Woodward Avenue, Detroit, MI 48201.

RED WINGS FOR READING CONTEST PARTICIPATION REQUIREMENTS

- **Step 1: Sign Up** (January 29, 2024 – February 12, 2024)
 - Registration will remain open until 250 classrooms are reached.
 - 125 spots for kindergarten through 2nd grade
 - 125 spots for 3rd grade through 5th grade
- **Step 2: Receive classroom materials**
 - Classroom materials will be mailed to the schools using the address provided in application.
 - Teacher Welcome Letter
 - Program Instructions
 - Student Reading Log for each student in your class (digital download)
 - Master copy of certificate of completion
 - Red Wings for Reading bookmarks for each student
 - Red Wings for Reading branded items for classroom use:
 - Reversible octopus plush
 - Book light
 - Water bottle
 - Octopus shaped stress reliever
- **Step 3: Set Student Goals (in class)**
 - Set goals (in minutes) for your students to receive Red Wings for Reading branded items prior to the March 4 start date.
- **Step 4: Record Minutes (March 4, 2024 – March 31, 2024)**
 - Students keep track of minutes and books read each day, both in class and at home, in their Student Reading Logs.
- **Step 5: Submit Weekly Totals**
 - Submit your classroom minutes and book totals to our online portal by the specified date each week:
 - Log 1 Turn In: March 11, 2024
 - Log 2 Turn In: March 18, 2024
 - Log 3 Turn In: March 25, 2024
 - Log 4 Turn In: April 1, 2024