

## **Ukrop's 10K Social Media Contest: 4/12/24 – 5/17/24**

### Idea & Execution

It's time to spread excitement throughout our community in celebration of the 25<sup>th</sup> running of the Ukrop's Monument Avenue 10K presented by Kroger!

To celebrate, Ukrop's is offering one lucky GRAND PRIZE WINNER a chance to win FREE UKROP'S FOOD for a YEAR!

### ***But wait, there's more!***

(25) additional second prize winners will receive their choice of a NEW Ukrop's Rainbow Cookie Food item: Rainbow Cookie Cake, Rainbow Cookie Cupcakes, or Rainbow Cookie Pudding.

Check out our Instagram and Facebook pages to enter now. To enter, just follow us on Instagram and/or Facebook, and tag three friends on the comments of the post. Everyone you tag must also be following Ukrop's to be eligible to win. The contest runs until Friday, May 17 at noon, and winners will be announced the following week.

Official rules are posted in the FAQ section of our website.

### **Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.**

- **Eligibility:** This Campaign is open only to those who follow @ukrops on Instagram and legally enter via the instructions listed above. This campaign is void where prohibited by law. Associates of Ukrop's Homestyle Foods, its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively the "Associates"), and immediate family members and/or those living in the same household of Associates are not eligible to participate in the Campaign. The Campaign is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- **Agreement to Rules:** By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Ukrop's Homestyle Foods as final and binding as it relates to the content of this Campaign.
- **Campaign Period:** Entries will be accepted on Instagram starting on 4/19/2022 at 12 p.m. and ending on 5/31/2022 at 5 p.m. All entries must be received by 5/31/2022 at 5 p.m. A winner will be selected at random and announced via Instagram and Facebook the week of 6/5/2022.
- **How to Enter:** Go to @ukrops on Instagram and tag three friends in the comments section of our latest Rainbow Cookie post (you must be following @ukrops on Instagram to be eligible, please note this enters YOU only). The entry must fulfill all Campaign requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Ukrop's Homestyle Foods. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of Ukrop's Homestyle Foods.

- Prizes: GRAND PRIZE 1: Winners will receive a YEAR'S SUPPLY of Rainbow Cookies (represented as a \$200 gift card to Ukrop's Market Hall, approximately equaling the value of one 11oz. tub per week, for one year), art print from local artist RVA coffee stain (valued at 19.99), along with a Rainbow Cookie themed t-shirt (valued at 19.99), oven mitt (valued at 19.99), pair of socks (valued at 19.99), RVA sticker (valued at 1.99), and commemorative gift tin (valued at 19.99). GRAND PRIZE 2: Includes a fully catered event (food and beverage for up to 21 people (a \$450 value). TEN additional second prize winners will receive their choice of Rainbow Cookie swag (each valued at 19.99). No cash or other prize substitution shall be permitted except at Ukrop's Homestyle Foods discretion. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Ukrop's Homestyle Foods to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.
- Odds: The odds of winning depend on the number of eligible entries received.
- Winner Selection and Notification: Winner will be selected by a random drawing under the supervision of Ukrop's Homestyle Foods. The winner will be notified by private Instagram message within five (5) days following selection of Winner. Ukrop's Homestyle Foods shall have no liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 5 days from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited, and an alternate Winner selected. Receipt by the Winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, state, and local laws and regulations. **ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT Ukrop's Homestyle Foods SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.**
- Rights Granted by You: By entering this contest, You understand and agree that Ukrop's Homestyle Foods, anyone acting on behalf of Ukrop's Homestyle Foods, and Ukrop's Homestyle Foods licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes. without any further compensation, notice, review, or consent. Optional verbiage for Contests: By entering this content, You represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of Ukrop's Homestyle Foods. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Ukrop's Homestyle Foods from and against any suit,

proceeding, claims, liability, loss, damage, costs or expense, which Ukrop's Homestyle Foods may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

- **Terms & Conditions:** Ukrop's Homestyle Foods reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Campaign should virus, bug, non-authorized human intervention, fraud, or other cause beyond Ukrop's Homestyle Foods's control corrupt or affect the administration, security, fairness, or proper conduct of the Campaign. In such case, Ukrop's Homestyle Foods may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Ukrop's Homestyle Foods. Ukrop's Homestyle Foods reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions. Ukrop's Homestyle Foods has the right, in its sole discretion, to maintain the integrity of the Campaign, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Campaign rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Campaign may be a violation of criminal and civil laws. Should such an attempt be made, Ukrop's Homestyle Foods reserves the right to seek damages to the fullest extent permitted by law.
- **Limitation of Liability:** By entering, You agree to release and hold harmless Ukrop's Homestyle Foods and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Campaign and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.
- **Disputes:** THIS Campaign IS GOVERNED BY THE LAWS OF United States AND Virginia, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Campaign, participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Virginia having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this Campaign). Participant further waives all rights to have damages multiplied or increased.
- **Privacy Policy:** Information submitted with an entry is subject to the Privacy Policy stated on the Ukrop's Homestyle Foods website.
- **Winners List:** To obtain a copy of the Winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: Ukrop's Homestyle

Foods, 2001 Maywill Street, Suite 100, Richmond, VA 23230. Requests must be received no later than December 1, 2022.

- Sponsor: The Sponsor of the Campaign is Ukrop's Homestyle Foods, 2001 Maywill Street, Suite 100, Richmond, VA 23230,

The Campaign hosted by Ukrop's Homestyle Foods is in no way sponsored, endorsed, administered by, or associated with Instagram or Facebook.