



**US Highbush Blueberry Council
Little Changes Giveaway**

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Little Changes Giveaway begins at 12:00:01 PM Eastern Time ("ET") on January 1, 2014 and ends at 11:59:59 PM ET on December 31, 2014 (the "Promotion Period").

ELIGIBILITY:

To participate in this Giveaway, you must be a legal resident of the 50 United States or the District of Columbia and be at least 18 years of age at time of entry. Employees of the Sponsor, their affiliates, subsidiaries, advertising and promotion agencies, vendors, and the immediate family members (spouse, parents, siblings and children) and/or household members of these entities are not eligible to participate. Void outside the 50 United States and D.C. and where prohibited.

HOW TO ENTER:

There are four ways to be eligible for the Little Changes Giveaway:

- 1) **Facebook:**
 - a. Visit the Sponsor's Facebook account, Blueberries, available at <https://www.facebook.com/#!/LittleBlueDynamos>, and comment on the Little Changes monthly post with your little change along with the hashtag #littlechanges.
 - b. Visit Alison Sweeney's Facebook account, available at <http://ow.ly/rP1lK>, and comment on the Little Changes monthly post with your little change along with the hashtag #littlechanges.
- 2) **Twitter:**
 - a. Visit the Sponsor's Twitter account, @blueberry411, available at <http://twitter.com/blueberry411>, and tweet your little change along with the hashtag #littlechanges
 - b. Visit the Alison Sweeney's Twitter account, @Ali_Sweeney, available at https://twitter.com/Ali_Sweeney, and tweet your little change along with the hashtag #littlechanges
- 3) **Pinterest:**
 - a. Visit Alison's Pinterest page, available at <http://www.pinterest.com/alisanov/> and repin one of her little changes images from the USHBC website along with the hashtag #littlechanges
- 4) **Instagram:**
 - a. Visit the Sponsor's Instagram account, littlebluedynamos, available at <http://www.instagram.com/littlebluedynamos> and comment on the Little Changes monthly image along with the hashtag #littlechanges
 - b. Visit Alison Sweeney's Instagram account, Ali_Sweeney, available at http://www.instagram.com/ali_sweeney and comment on the Little Changes monthly image along with the hashtag #littlechanges

GIVEAWAY ENTRY CRITERIA:

Each Entry must meet the following content restrictions:

- Must not contain material that violates or infringes on another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or trademark infringement;
- Must not contain material that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous;
- Must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
- Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Photo is created;
- Must not contain material that disparages another product.

Sponsor selects a monthly winner at random from Facebook, Twitter, Pinterest or Instagram. Only one winner will be chosen for all four social media platforms.

Sponsor reserves the right to remove, reject or disqualify (along with the Participants who submitted it) any Entry which, in its opinion or the opinion of the judges, violate any of these Official Rules or are otherwise inappropriate.

PRIZE:

Prize: One (1) prize per month is available to be won. The Approximate Retail Value (the "ARV") is \$100.

The monthly prize winner will be notified by telephone and/or confirmed in writing via email or US mail. Prize will be awarded within 4-6 weeks of receipt and verification of winner. Non-winning entrants will not be notified.

PRIZE CONDITIONS:

Prizes are awarded as is and without warranty, guarantee or representation of any kind, expressed or implied (including without limitation, any implied warranty of merchantability or fitness for a particular purpose).

TERMS AND CONDITIONS:

No transfer, substitution or cash value equivalent for any prize is available, except at sole discretion of Sponsor. This Giveaway is subject to all applicable federal, state, and local laws. All federal, state, or other tax liabilities, if applicable, are the sole responsibility of the prizewinner. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity in regard to the Giveaway mechanics, and/or the interpretation of these Official Rules. All entrants, and any selected winners, agree to release, discharge, indemnify and hold harmless the Sponsor, Facebook, Inc., Pinterest, Twitter and any vendors/prize providers that may be associated with this promotion, and the respective officers and employees of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person or property of any kind resulting in whole or in any part, directly or indirectly, from participation in this promotion, or for any prizes won.

LIMITATIONS OF LIABILITY:

Incomplete, corrupted or untimely Entries, or any Entry generated by a script, macro or other automated means are void and will be disqualified. Sponsor, its agencies, Pinterest, Twitter, Instagram and Facebook, Inc. are not responsible for incomplete, corrupted or untimely Entries or for incomplete, lost, interrupted or unavailable network, server or other connections, miscommunications, computer or software malfunctions or telephone transmission problems or technical failures, garbled transmissions, damage to a user's computer equipment (software or hardware) or other errors or malfunctions of any kind whether human, mechanical, electronic or otherwise. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor, Facebook, Inc., Pinterest, Twitter and their affiliate companies, parents, subsidiaries, officers, and agents are not responsible for any incorrect or inaccurate information, including, without limitation, that caused by Web site users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Giveaway. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. Sponsor, its agencies, Pinterest, Twitter, Instagram and Facebook, Inc., are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of e-mail on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in this Giveaway. If, for any reason, the Giveaway is not capable of running

as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Giveaway, Sponsor may, in its sole discretion, void any suspect Entries and (a) cancel, modify or terminate the Giveaway (or any portion thereof); (b) modify the Giveaway or suspend the Giveaway to address the impairment and then resume the Giveaway in a manner that best conforms to the spirit of these Official Rules; or (c) award the prizes from among the eligible, non-suspect Entries received up to the time of the impairment. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Giveaway may be a violation of criminal and civil laws 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.

RULES REQUEST:

A complete copy of the Official Rules will be available as a PDF link in each Little Changes monthly post on www.littlebluedynamos.com.

SPONSOR:

US Highbush Blueberry Council, 80 Iron Point Circle, Suite 114, Folsom, CA 95630.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

This Giveaway is in no way sponsored, endorsed or administered by, or associated with, Facebook, Pinterest, Instagram or Twitter. Any data or images submitted into the Giveaway are being provided to the US Highbush Blueberry Council.