



Operation Lifesaver *Bad Move* Write Your Own Ending Contest

Official Rules

Description of the Contest

Operation Lifesaver (OLI, www.oli.org), the national, nonprofit rail safety education organization, invites people to submit ideas for an ending to *Bad Move*, its new public service announcement (PSA) through an online contest. The PSA, which tells the story of a young couple who choose a dangerous place to walk, targets ages 16-34 with a goal of reducing pedestrian-rail trespass injuries and deaths. A panel of expert judges will choose the most original ending idea that incorporates a safety message in keeping with the [mission](#) of Operation Lifesaver. The winner will receive two round trip coach class tickets on Amtrak to anywhere the passenger train goes. A strong OL partner, Amtrak provides the tickets in the interest of promoting rail safety. The winner will have until October 31, 2012 to use the tickets.

The Federal Railroad Administration (www.fra.dot.gov) provided Operation Lifesaver's grant for the campaign. The objective of the program is to reach out to the public who may not have received the OL safety message.

Sponsors

Contest sponsors include Operation Lifesaver, Inc., and Amtrak.

Binding Agreement

To enter the contest, you must agree to these Official Rules; submission of an entry in the contest constitutes agreement to these rules. You may not submit an entry to the contest and are not eligible to receive the prizes described in the official rules unless you agree to the official rules.

Contest Period

Entries can be submitted from October 6, 2011, until 10 p.m. Eastern time October 31, 2011.

Who Can Enter

1. To be eligible to participate in this contest, entrants must be a U.S. citizen between the ages of 16 and 34. If the contest winner is under age 21, contest prize will be awarded to custodial parent(s) or legal guardian(s).
2. Employees of Operation Lifesaver Inc., state Operation Lifesaver (OL) programs, OL trainers and volunteers, the Federal Railroad Administration, Amtrak, railroads operating in the United States, their affiliated companies, advertising and promotion agencies and their immediate family members are ineligible. The term "immediate family member" includes spouses, grandparents, parents, siblings, children, and grandchildren.

How to Enter

1. No purchase or payment necessary to enter or win. All federal, state, local, and municipal laws and regulations apply. Void where prohibited.
2. Qualified entrants shall submit their idea for an ending to the *Bad Move* public service announcement, which is available for viewing at www.oli.org/badmove via email to badmove@oli.org. A panel of expert judges will choose the most original ending idea that incorporates a safety message in keeping with the [mission](#) of Operation Lifesaver.
3. All entries must include the name, age, mailing address and email address of the entrant. Each entrant agrees not to submit any entry that infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret or confidentiality obligations, or otherwise violates applicable U.S. law.

4. The contest sponsors are not responsible for server unavailability or computer or any other electronic or telecommunications malfunction. The contest sponsors are not liable for any lost or stolen entries, prizes or contest information.

5. All entries received that are illegible, include inappropriate or defamatory language or from ineligible entrants will be void. All entries become the property of the contest sponsors and will not be acknowledged or returned.

Elimination

Any false information provided within the context of the contest by any participant concerning identity, mailing address, telephone number, E-mail address, ownership of right or non-compliance with these Official Rules or the like may result in the immediate elimination of the participant from the contest. The contest sponsors further reserve the right to disqualify any entry that it believes in its sole and unfettered discretion infringes upon or violates the rights of any third party, otherwise does not comply with these Official Rules, or violates U.S. or applicable state or local law.

Additional Information

The contest sponsors will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and contest sponsor decisions concerning such disputes shall be final. The contest sponsors reserve the right to withdraw or terminate this contest at any time without prior notice.

Winner Selection

1. Finalists will be selected by a panel of judges between November 1 and November 5, 2011. All finalists' entries will be published on the Operation Lifesaver Website on November 6, along with each finalist's name and city. All decisions of the judges are final and binding.

2. The winner of the *Bad Move* ending contest will be the person whose public service announcement ending idea receives the majority of votes from the judges and who satisfies all of the Official Rules.

Prize

1. The winner will receive two round trip coach class tickets on Amtrak to anywhere the passenger train goes. A strong OL partner, Amtrak provides the tickets in the interest of promoting rail safety. The winner will have until October 31, 2012 to use the tickets.

2. The winner is required to verify identity with proper and legal picture identification within 30 days of notification of winning the prize. Winner may forfeit the prize if verification cannot or has not been made within 30 days. Upon proper verification, the prize will be awarded and mailed to winner's mailing address within seven business days.

3. Income and other taxes, if any, are the sole responsibility of the winner.

4. Odds of winning depend on the number of entries received.

5. Winning travel must be booked at least 15 days before planned departure date (to ensure availability). Trips cannot be split, but must be to a single location and must be completed in the year ending on October 31, 2012. Trips are not transferable and a change in itinerary is not permitted after the reservation has been made. Thruway service is not included in this offer. No travel will be permitted during system blackout dates, which will be provided at the time of the award. This award has no cash value and may not be transferred, bartered or redeemed for cash.

Winner Notification

1. The winner will be notified by certified mail. The contest sponsors reserve the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented.

2. By participating in the contest, each participant and winner waives any and all claims of liability against the contest sponsors, and their employees and agents, their respective employees and agents, for any personal injury or loss that may occur from the conduct of, or participation in, the contest, or from the use of any prize.

3. By claiming the prize, the winner authorizes the use, without additional compensation, of his or her name and/or likeness and/or voice/photograph and municipality of residence for promotion and/or advertising purposes in any manner and in any medium the contest sponsors may deem appropriate.

4. For a list of finalists and the prize winner, send a separate, self-addressed, stamped envelope to Operation Lifesaver, Inc. 1420 King Street, Suite 401, Alexandria, VA, 22314 by December 15, 2011.

Waiver of Liability and Agreement to Indemnify

By submitting any entry, each entrant, its, his, her or their heirs, successors and assigns (“entrant”) thereby releases, forever discharges and covenants not to make a claim against or sue Operation Lifesaver, Inc. *Bad Move Write Your Own Ending Contest*, its sponsors and their subsidiaries and affiliates, licensees, employees, officers, directors,

representatives, successors and assigns (“the *Bad Move* contest”), of and from all manner of action or actions, cause or causes of action, at law or in equity, suits, claims, demands, liability, loss, cost or expense, of any nature whatsoever which entrant may or hereafter have against the *Bad Move* Contest, as a result of, incident to, or related in any way to the entry, the contest, or the use, incorporation or exploitation of the entry for any purpose described herein. Entrant waives and foregoes the right to seek injunctive relief against anyone relating in any way to the entry, the contest, or the use, incorporation, or exploitation of the materials for any purpose described herein. Entrant agrees to indemnify and hold harmless the *Bad Move* contest from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys’ fees) and expenses arising in connection with any breach or alleged breach of any representation made in the entry or by virtue of submitting the entry.