

## OFFICIAL RULES

1. **SWEEPSTAKES PERIOD:** The Sweepstakes begins at 12:01 a.m. Eastern Standard Time on March 29, 2017 and ends at 11:59 p.m. Eastern Standard Time on April 7, 2017 (“Sweepstakes Period”).
2. **SPONSOR:** The Sweepstakes is sponsored by BlueCross BlueShield of Tennessee, Inc. (“BlueCross”), with offices at One Cameron Hill Circle, Chattanooga, Tennessee 37402.
3. **ELIGIBILITY:** This Sweepstakes is open to all teachers who participate in the GoNoodle program and submit a review via the methods set forth in section 5 (“Entrants”). All Entrants must be 18 years of age or older, at the time of entry into the Sweepstakes.
4. **PRIZES:** Five (5) GoNoodle gift cards in the amount of one hundred dollars (\$100.00) each will be given away (Total Retail Value \$500 USD). Prizes are not transferable and no substitutions are allowed except by Sponsor, who retains the right to award a prize of equal or greater value.
5. **HOW TO ENTER:** The Sweepstakes is offered electronically via the Internet. Entrants should enter by an answering the question: “What’s the biggest success you had with GoNoodle in the classroom this school year?” and either (1) posting the answer on social media with the hashtag #GoNoodleTN or (2) emailing the answer to [feedback@bettertennessee.com](mailto:feedback@bettertennessee.com) (each an “Entry”). All Entrants submitting an Entry during the Sweepstakes Period are automatically entered into the Sweepstakes. Entrants will receive one (1) entry for every survey completed during the quarter prior to a Draw Date. Limit one (1) entry per person, email and/or social media profile. Incomplete or inaccurate entries shall be deemed void. Determination of information to be false or misleading is at the sole discretion of Sponsor.
6. **WINNER SELECTION AND NOTIFICATION:** Winners will be selected in a random drawing from among all eligible entries received during each Sweepstakes Period. Winner selection will take place approximately fifteen (15) days of the expiration of each Sweepstakes Period. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry. Winners will be notified by email at the address listed on the Panel. The winner may be required to complete, sign and return an IRS Form 1099, Affidavit of Eligibility, a Liability Release, and where lawful, a Publicity Release within ten (10) calendar days of notification that the winner has won the prize. If a winner fails to return the requested and completed documents, or if the prize is returned to the Sponsor as undeliverable, or if a winner is found to be ineligible or otherwise not in compliance with these Official Rules, the prize will be forfeited and an alternate winner may be selected based upon the next highest number of votes received from among all remaining eligible entries. All federal, state and local taxes on the prize are the sole responsibility of the winner.
8. **SWEEPSTAKES OFFICIAL RULES:** By entering the Sweepstakes, Entrants agree to abide by these Sweepstakes Official Rules and Regulations and the decisions of Sponsor, which are final.
9. **RELEASE AND LIMITATION OF LIABILITY:** By entering the Sweepstakes, participants agree to be bound by these Official Rules and release, hold harmless and forever discharge Sponsor, GoNoodle, Facebook, Instagram, Twitter, SnapChat and any other social media provider, and their parent(s), subsidiaries, affiliates, directors, officers, employees, and related entities used for Entry (“Released Parties”) from all actions, cause or causes of action, suits, debts, dues, penalties, covenants, contracts, promises, damages, judgments, executions, claims and demands whatsoever, in law or in equity, that may occur in connection with the receipt, ownership, or use of the Prize from or arising out of participation in this Sweepstakes. The Released Parties assume no responsibility or liability for any error, omission, interruption, defect, delay in operation or transmission or loss of data, technical malfunctions, theft, destruction or unauthorized access to, or alteration of, entries, any injury or damage to participant’s or any other person’s computer relating, directly or indirectly, to or resulting from participation in this Sweepstakes. Except where prohibited, participants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Hamilton County, in the State of Tennessee. Under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim, punitive, incidental, and consequential damages and any other damages including attorneys’ fees and related expenses, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

If for any reason this Sweepstakes does not occur as planned due to issues with a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, other causes beyond the BlueCross’s control that affect the

administration, security, fairness, integrity or proper conduct of the contest, BlueCross reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel or modify the Sweepstakes. BlueCross' failure to enforce any term of this Official Rules shall not constitute a waiver of that provision. In the event any portion of this Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of BlueCross, which in the sole opinion of BlueCross corrupts or impairs the administration, security, fairness or proper entry into the Sweepstakes, BlueCross reserves the right, in its sole discretion, to suspend or terminate the Sweepstakes and to award Prize(s) to individuals selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Official Rules.

**10. WINNERS LIST:** To obtain a copy of the winner list or a copy of the Sweepstakes Rules and Regulations, send your request to Attention: Better Tennessee Sweepstakes Corporate Communications 1.5, One Cameron Hill Circle, Chattanooga, Tennessee 37402. Requests must be received no later than two months following the Sweepstakes Period, and must enclose a self-addressed stamped envelope.

**11. APPLICABLE LAWS:** This Sweepstakes is subject to all applicable federal, state and county laws. Void where prohibited or restricted by law.

*THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK, INSTAGRAM, TWITTER, SNAPCHAT OR ANY OTHER SOCIAL MEDIA PROVIDER. All information submitted is to Sponsor. Any and all questions, comments or complaints regarding the Contest must be directed to Sponsor, not Facebook.*

*BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the Blue Cross and Blue Shield Association*