

## **NAKED BREAD AND DARIGOLD GIVE-A-WAY OFFICIAL RULES**

### **NO PURCHASE NECESSARY TO ENTER OR WIN**

ADMINISTRATOR: Naked Bread & Darigold

### **ELIGIBILITY**

The Naked Bread and Darigold Give-A-Way is open to all legal residents of the United States who are 18 years of age or older at the time of entry, except for employees of Franz Bakery and Darigold, their affiliates, subsidiaries and agencies, individuals engaged in the development, production, printing or distribution of contest materials, and members of their immediate family or persons living in the same household. Giveaway is subject to all applicable federal, state and local laws.

### **HOW TO ENTER – PROMOTION PERIOD**

Fans can enter to win by following @naked.breads and @darigoldnw on Instagram, liking the contest photo on @naked.breads and @darigoldnw Instagram. An additional entry if they tag another user in the comment section. The contest will begin on May 23rd, 2018 8:00 AM PST and go until May 30<sup>th</sup>, 2018 11:59 PM PST. Only those who follow the @naked.breads and @darigoldnw Instagram, like the contest photo on @naked.breads and @darigoldnw Instagram will be eligible for the prize drawing. A person may only get one additional entry, regardless of the number of people they tag. There is no purchase is necessary to enter.

### **PRIZING – SELECTED WINNERS**

One winner will be chosen at random by the Franz Marketing Committee the week of June 4th, 2018 from among all the eligible entries received. Only one

prize per person. The Administrator's decision is final and binding in all matters. The winners will be notified via Direct Message on Instagram and will be asked to reply with their contact information to receive their prize by mail. The winner must claim their prize within 3 days of the time of notification or a secondary winner will be drawn. Failure to respond to the notification of winning within the specified time period in the notification, the return of any prize notification as undeliverable, the Administrator's inability to contact a potential winner within a reasonable time period, or noncompliance with these Official Rules may result in disqualification, and, at the Administrator's sole discretion, an alternate winner may be selected for the drawing. Prizes will be distributed within 30 days of the closing of the Promotion Period, as defined above. One winner will receive 52 coupons, each valid for a free Naked Bread product from Franz Bakery, Darigold SWAG and Naked Bread SWAG. All decisions are final.

#### **RELEASE OF LIABILITY AND PUBLICITY**

All prize winners consent to the use of their names, photographs, likenesses and limited biographical information for publicity or advertising purposes without further compensation, where permitted by law.

#### **GENERAL RULES**

The Sponsor and Administrator are not responsible for lost, illegible, late, delayed or misdirected mail or e-mail or other communications, or for any error in the printing or interpretation of the offer, the administration of the sweepstakes, or in any announcement of the winner or prize. In no event will Sponsor be liable for more than the stated number of prizes. No cash substations for prizes will be permitted and prizes are non-refundable and non-transferable except at sole discretion of the Sponsor. Caution: Any attempt to deliberately damage or undermine the legitimate operation of the sweepstakes may be in violation of criminal and civil laws and will result in disqualification from participation in the sweepstakes. Should such attempt be made, sponsor reserves

the right to seek remedies and damages (including attorney fees) to the fullest extent of the law, including criminal prosecution.