

Disclaimer:

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER. The Challenge is governed by these Official Rules and is subject to all applicable federal, state and local laws. **Void where prohibited.**

1. Eligibility. The Challenge is open only to legal residents of the United States. **VOID WHERE PROHIBITED** in the United States due to state laws. In order to enter the Challenge, you must fully comply with the Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Challenge.

2. How to enter. During the challenge, participants must follow the directions as described above. Although it is free to enter, standard message and data charges may be incurred if you use your mobile device to enter the Challenge. To enter:

A. Share the initial post. (Add a donate button for Childhood Cancer Society)

B. Declare your participation. (See sample post in post language)

C. In the comments, friends submit dare requests with their donation bids.

D. Record and post your fulfilled dares, tag friend making the request, add donate button for ccs at the bottom of the post. Friends **MUST** honor donation amount.

Entries will be deemed to have been submitted by the authorized account holder of the account from which entry is made at the time of the entry. Sponsor reserves the right, in its sole discretion, to disqualify, renounce, and denounce any Entry that Sponsor believes, in its sole discretion, may be defamatory, obscene, profane, indecent, offensive, harassing or otherwise inappropriate in any way or that may infringe upon or violate another party's rights or violate these Official Rules.

3. Entry Requirements. The Entry must comply with the following requirements: (i) the Entry must be posted on the contestant's social media account; (ii) other than the Sponsor, its products, brands and/or logos, the Entry may not show, contain, mention, depict, refer or otherwise allude to the name, logo or product of any other retailer, manufacturer, brand, product, store, place of business, person, company or character in such a way or manner as to imply an affiliation with, or endorsement of, the Sponsor, its products, brands and/or this Challenge; (iii) the Entry may not contain, mention, refer or otherwise allude to any material, subject or otherwise that is violent, lewd, vulgar, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, racially or morally offensive or otherwise contain inappropriate content or objectionable material; (iv) the Entry cannot display or promote nudity, religion, alcohol, illegal activity, drugs or tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any political agenda or message; (v) the Entry

cannot in any manner defame, misrepresent, contain disparaging remarks or reflect negatively about Sponsor, its brands, products, or other people, products or companies or their products, or in any way reflect negatively upon such parties or explicitly or implicitly communicate messages or images inconsistent with the positive images and/or goodwill with which Sponsor wishes to be associated, as determined by Sponsor in its sole discretion; (vi) the Entry cannot contain any personal identification, such as personal names, email addresses or street addresses, without express permission; (vii) the Entry cannot depict and cannot itself be in violation of any law; and (viii) the Entry must otherwise be in compliance with these Official Rules. Sponsor reserves the right, in its sole discretion, to disqualify, renounce, and denounce any Entry that Sponsor believes, in its sole discretion, does not comply with or is in violation of these Official Rules or that otherwise contains prohibited or inappropriate content.

4. Indemnification. Each entrant hereby agrees to indemnify and hold the Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

5. Publicity Release; Use of Personal Information. Except where prohibited or restricted by law, a participant's entry constitutes the their agreement and consent for Sponsor and any of its designees to use and/or publish entrant's name (in whole or in part), city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by entrant regarding the Challenge or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval. By entering the Challenge, entrants will be sharing their personal information with Sponsor, such personal information will be collected and be used for administration of the Challenge and awarding the prize. In addition, by entering, entrants agree to Sponsor's use of entrant's personal information. Sponsor is not responsible for disclosures made by any third party.

8. No Tampering; Right To Cancel; Modify. Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers, directors and members shall not have any obligation or responsibility, including any responsibility to award any prize to entrants. Sponsor reserves the right, in its sole discretion, to disqualify, renounce, and denounce any individual it finds to be (a) tampering with the operation of the Challenge, or with any

website promoting the Challenge; and/or (b) acting in violation of the Official Rules. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Challenge, Sponsor reserves the right to void the entries and the challenge as a whole, and/or terminate the relevant portion of the Challenge promotion, including the entire Challenge promotion.

9. Release of Liability; Disclaimer of Warranty; Forum Selection Clause. By participating in the Challenge, entrants and winner agree to release and hold harmless Sponsor, Instagram, and their respective parents, subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers, directors and members (the "Released Parties"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation, property damage, personal injury (including emotional distress), and/or death, which may occur in connection with preparation for, or participation in the Challenge, or possession, acceptance and/or use or misuse of the Challenge or participation in any Challenge-related activity and for any claims or causes of action based on publicity rights, defamation or invasion of privacy and merchandise delivery. The Released Parties assume no responsibility for any injury or damage to entrants or to any other person's computer, regardless of how caused, relating to or resulting from entering or downloading materials or software in connection with this Challenge. Entrants and winner acknowledge that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representations or guarantees, express or implied, in fact or in law. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Challenge, shall be resolved individually, without resort to any form of class action, and shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. In addition, any dispute relating to the Challenge (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in New York County, New York. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction that they may have. Any and all claims, judgment and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees, and under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and further waives any and all rights to have damages multiplied or otherwise increased.

10. Sponsor: Adventure Ted LLC. This Challenge is in no way sponsored, endorsed or administered by, or associated with, Instagram or any other social media company. Any and all questions, comments or complaints regarding the Challenge must be directed to Sponsor, not Instagram, at orders@adventuretedworld.com.