

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. Promotion Description: The “Fair Trade Photofest” (“Contest”) will begin on 10/1/2015 at 12:00 AM (Pacific Time (US & Canada)) and end on 10/31/15 at 11:59 PM (Pacific Time (US & Canada)) (the "Promotion Period"). Sponsor's clock will be the official time keeper for the Contest. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Fair Trade USA ("Sponsor"), which shall be final and binding in all respects. Sponsor is solely responsible for the collection and processing of Entries (as defined in Section 5 of these Official Rules) and the overall administration of the Contest. Entrants should look solely to Sponsor with any questions, comments or problems related to the Contest.

2. Eligibility: Open to legal residents of the USA (except for the state of Rhode Island) who have reached the age of majority (as defined by their jurisdiction of primary residence) as of the start date of the Contest. Void where prohibited or restricted by law. Fair Trade USA staff is ineligible to win.

3. Winner Selection: Three (3) winners will be chosen for the best photo according to the weekly theme for the first three weeks. Two (2) additional winners will be chosen for the best overall photo(s) to win the grand prize trip to Mexico. The winner of each weekly prize will be chosen by a process of voting from among all eligible Entries received on the day after the week that each theme ends (Week 1 – October 8th, 2015, week 2 – October 15th 2015, week 3 – October 21st, 2015). The winner of the grand prize will be selected and announced on the Monday following the last day of the contest, Monday November 2nd, 2015.

Each winning entry will be decided through a voting process online at www.facebook.com/fairtradecampaigns and/or <http://fairtradecampaigns.org/events/fair-trade-photofest-2015/>. Decisions via the voting function are final. Odds of winning will vary depending on the number of eligible Entries received. Winner will be notified by email at the email address provided in the Entry on or about one (1) week after all votes have been cast. Potential winner must accept a prize by email as directed by Sponsor within three (3) days of notification. Any winner notification not responded to or returned as undeliverable may result in prize forfeiture. The potential prize winner may be required to sign and return an affidavit of eligibility and release (the “Affidavit”).

4. Prizes: Up to a total of three prize packages and one grand prize of an almost all expenses paid* trip to Mexico with [Global Exchange Reality Tours](http://www.globalexchange.org/reality-tours) (including round-trip airfare to/from any major airport located within the vicinity of the winner’s permanent locations) will be awarded during the Promotion Period. For the grand prize trip to Mexico with Global Exchange Reality Tours, the two winners will be able to choose from three separate trips to Mexico with Global Exchange Reality Tours over different sets of dates as follows:

1) Indigenous Voices and Rights of Nature Tour of Chiapas:

www.globalexchange.org/reality-tours#id=the-indigenous-voices-and-rights-of-nature-tour-of-chiapas

2) Indigenous Rights and Environmental Justice Tour of Chiapas:

www.globalexchange.org/reality-tours#id=the-indigenous-rights-and-environmental-justice-tour-of-chiapas

3) The Day of the Dead Tour of Oaxaca:

www.globalexchange.org/reality-tours#id=the-day-of-the-dead-tour-of-oaxaca

*The trip to Mexico with Global Exchange Reality Tours includes the following:

- Double-room accommodations (single-room upgrade available)
- On-ground transportation including airport pick-up and drop-off

- Two meals per day
- Trip leader
- Translations
- Preparatory reading and orientation materials
- Admission and fees to all program activities
- Honoraria to speakers and organizations

Prizes will vary for each winner depending on the Promotion Entity (as defined in Section 6 of these Official Rules), with approximate retail values (ARV) ranging from \$150 for the prize packages to ~\$2,000 for the Trip to Mexico including round-trip airfare.

Gift cards and gift certificates awarded as prizes are subject to the terms and conditions of the Issuer. Prizes cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if the original advertised prize is unavailable or cannot be awarded, in whole or in part, for any reason. In the event that a winner of the grand prize cannot participate in any of the trips to Mexico based on their availability and the set dates, Fair Trade Campaigns will work with the winner to offer them one more alternative set of dates but prizes cannot be transferred or redeemed for cash. The ARV of any prize represents Sponsor's good faith determination. Such determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions and limitations may apply. Sponsor will not replace any lost or stolen prizes.

Prizes will only be awarded and/or delivered to addresses within the USA. All federal, state and/or local taxes, fees and surcharges are the sole responsibility of each prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

5. How to Enter: During the Promotion Period, enter the Contest by going to www.facebook.com/fairtradecampaigns and/or <http://fairtradecampaigns.org/events/fair-trade-photofest-2015/> and following the directions on the website to complete and submit the online entry form (the "Entry"). Entrants are eligible to win only the prize advertised along with the weekly theme on the day they submitted their Entry. Entrants are permitted to submit more than one (1) Entry during the Promotion Period. By submitting an Entry, entrant is automatically subscribed to Sponsor's email list and will receive emails with Fair Trade Campaigns updates. Entrant may unsubscribe from the list at any time by clicking on the "Unsubscribe" button at the bottom of such emails or emailing the sender and requesting to be removed from the e-mail list.

Automated or robotic Entries submitted by individuals or organizations will be disqualified. Entry must be made by the entrant. Any attempt by an entrant to enter or obtain by using multiple/different email addresses, identities, registrations, logins or any automated methods, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will void that entrant's Entries and that entrant may be disqualified. Any entrant who purchases votes or uses voting exchange services will be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth in these Official Rules.

6. Privacy: We collect several types of information about Contest entrants, including names, email addresses and comments used to enter the Contest. We use this information, among other uses, to contact the winner of each prize, who will provide us with an address to ship the Contest prize. We will then forward this

information to the brand (“Promotion Entity”) providing the prize. Entrant agrees that Sponsor may use any comments provided by the entrant in the Entry (regardless of whether such entrant has won a prize) for advertising and promotional purposes in any medium, with or without attribution, and without additional compensation to the entrant.

All entrants acknowledge that personal information submitted as part of the Contest may be shared by and between the Promotion Entities, and each of the Promotion Entities will use such information in accordance with their respective independent online privacy policies. The privacy policy of Sponsor can be found at <http://fairtradeusa.org/privacy-policy>.

7. Limitation of Liability: Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website 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 Contest. Sponsor assumes no responsibility for any misdirected or lost mail, or any error, omission, interruption, deletion, defect, delay of operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. Sponsor is 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 email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or any other person's computer related to or resulting from participating or downloading materials in the Contest. If, for any reason, the Contest 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 the Contest, then Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest or any portion of it. By entering the Contest and/or accepting any prize, you release, indemnify and hold harmless Sponsor, the Promotion Entities and Facebook from any and all liability in connection with use/misuse of any prize or participation in the Contest or any Contest-related activity or travel.

In the event of a dispute concerning who registered online to participate in the Contest, the registration will be declared to have been made by the authorized account holder, which is defined as the natural person who is assigned to an email address by an internet provider, online service provider or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible.

8. Sponsor: The Contest is sponsored by Fair Trade USA, 1500 Broadway, Suite 400, Oakland, CA 94612 USA, info@fairtradeusa.org. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook.

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