

INTRODUCTION

Riders, listen up! The time has come to be rewarded for your passion. Get ready to go on a journey of a lifetime—an all-expense-paid ride by Wrangler, and you could also win a **KTM Duke 390 motorbike** and **Php 100,000 worth of Wrangler products!**

All you have to do is post your most unforgettable adventures and photos with captions on this site, and get more and more people on social media to vote for it!

The top ten (10) best entries will be selected by a panel of biking experts and travel enthusiasts, as well as the votes of the public on the microsite! The finalists will then go on a five-day ride of a lifetime on their bike, blogging about their incredible experience while on the road. One grand winner will win a KTM Duke 390 motorbike and Php 100,000 Wrangler products, as well as be called Wrangler's True Wanderer.

MECHANICS

1. Visit the Wrangler True Wanderer microsite (www.wranglertruewanderer.com) and register. You may create an account with an e-mail or through your Facebook account, then fill up your profile.
2. To enter the contest, submit your story and photo/s with your motorbike of your most unforgettable adventure on the open road. You may upload up to five (5) photos.
3. Each account is allowed only one (1) entry.
4. Participants may promote the travelogue entries on their social media pages to encourage people to vote for their blog.
5. Submission of entries is from 12:01 AM of March 20 to 11:59 PM of April 15, 2015.
6. All valid entries will be judged by a panel of biking experts and travel enthusiasts appointed by Magnifico Jeans Inc., the licensees of Wrangler in the Philippines ("Wrangler"), with the following criteria:
 - a. Writing style and expression (20%): Is your story well-written, easy to understand, entertaining and engaging to read?
 - b. Visual Aesthetic (20%): How well do your accompanying photo/photos capture the beauty of the terrain, and its relevance to the True Wanderer ride?
 - c. Inspiration factor (25%): Do you inspire readers? Does it explore cuisine, people, music and culture? Do you represent freedom, fun and adventure?
 - d. Adventure Quotient (25%): Have you got the spirit of a True Wanderer? How open are you to the unexpected pleasures and pains of such a ride? What is your concept of adventure?
 - e. Public Voting (10%): Number of votes of the travelogue entry on microsite and Wrangler Philippine's social media posts
7. The top ten (10) finalists will undergo a five (5)-day motorcycle ride in the area of their choice in the Philippines, with travel expenses paid for by Wrangler from May 1 to 5, 2015.
8. Finalists must keep an up-to-date blog in the microsite whilst out on the road and update at least once everyday. Topics may include but are not limited to their route, places they visited, food they tried, music they listened to, people they met, sights seen, places stayed, difficulty of ride, things they learned, etc. They must also update their personal social media sites (Facebook/Twitter/Instagram) and use the Wrangler gear provided.
9. After the ride, Wrangler's external panel of biking experts and travel enthusiasts will select one grand winner based on the following criteria:
 - a. Originality and Creativity of Journey (10%): Is your journey fresh, unique, and different? Did you try going off the beaten track? What new and interesting things did you discover about the place you explored, or yourself?
 - b. Writing style and expression (15%): Is your story well-written, easy to understand, entertaining and engaging to read?
 - c. Visual Aesthetic (15%): How well do your accompanying photo/photos capture the beauty of the terrain, and its relevance to the True Wanderer ride?
 - d. Inspiration factor (25%): Do you inspire readers? Does it explore cuisine, people, music and culture? Do you represent freedom, fun and adventure?

- e. Adventure Quotient (25%): Have you got the spirit of a True Wanderer? How open are you to the unexpected pleasures and pains of such a ride? What is your concept of adventure and how close does this ride come to being that description of it?
 - f. Public Voting (10%): Number of votes of the travelogue entry on the blog and Wrangler Philippine's social media posts
10. Winner will be announced on May 25, 2015.
 11. The grand winner will take home a **KTM Duke 390 motorbike** and **Php100,000 worth of Wrangler gear**.

TERMS AND CONDITIONS (CALL FOR ENTRIES)

1. Contest open only to bonafide citizens of the Philippines.
2. Participants must also be at least eighteen (18) years of age, physically fit and able to complete the five (5) day ride in full from May 1 to 5, 2015, and should have a valid motorcycle driving license during this period.
3. By entering this contest, you warrant and represent that all photographs, videos and write-ups (herein referred to as "Artwork") you submit are your own original work, do not infringe upon any copyright, invade any right of privacy, contain any defamatory, libelous or slanderous material, or violate any other right of any person or entity, and are not otherwise contrary to law.
4. All entries shall be screened and moderated before being published on the microsite. Travelogue entries that contain pornographic material, propagate "hate" messages, make defamatory statements, or which are otherwise extraordinarily offensive are not eligible.
5. Photographs and videos uploaded must not depict a violation of the basic ethics of safe motorcycling. Any riding pictures or videos with the riders not in proper riding gear (which at the very basic constitutes a helmet, full-length clothing, gloves and shoes) shall be summarily rejected.
6. Photographs, videos and text submitted as the profile of the contestant must not endorse or be perceived to endorse a commercial product or service. This includes but is not limited to the display of brand names or trademarks on any people, equipment or other objects visible in the photograph.
7. For any photograph or video submitted in which another person is recognizable, any liability for claims for misuse of that image shall lie upon you and not the organizers of the event.
8. All photos, videos and text submitted with or as a part of the profile shall become the property of the organizers who shall be free to use it as they find suitable.
9. Finalists must provide and use their own motorbike for the five-day ride. They must also have their own gear (including but not limited to camera, tripod, laptop, phone, mobile WiFi, navigation equipment)
10. Finalists are expected to follow all and any road rules and regulations during the five-day ride.
11. Travel expenses covered by Wrangler will cover the following: accommodations, gas, toll, meals, possible tourist/entrance fees for one (1) finalist for five (5) days. This will be given in the form of cash before the start of the ride to each finalist. Other related expenses that go beyond the maximum allocation per day and other incidental expenses should be borne by the finalists.
12. All posts, blog comments etc. uploaded by a finalist may be used by Wrangler without any liability to pay the contestant, at its discretion and the contestant has no objection to the same
13. Finalists shall be doing so at their own risk and shall execute any documentation required by Wrangler at prior to commencing the ride.
14. Registration and Road tax for the bike (as the grand prize) needs to be borne by the winner.
15. Wrangler reserves the rights to change/modify the dates, other specifications of the ride and/or the prizes to be won.
16. Any dispute or grievance will be subject to resolution through courts of the Philippines only.