

## RULES

1. Visit the Wrangler True Wanderer microsite ([www.wranglertruewanderer.com](http://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. All valid entries will be judged by a panel of biking experts and travel enthusiasts appointed by Wrangler. They will be judged on the following:
  - 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
6. The top finalists will undergo a five (5)-day motorcycle ride in the area of their choice in their country. This will all be paid for by Wrangler.
7. 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.

8. 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's social media posts
10. Winner will be announced on May 25, 2015.
11. The grand winner will take home a **Super bike, Wrangler Gear and the title of 'True Wanderer'**