

“Share your Tooth Fairy Memory” Contest

Official Rules

ELIGIBILITY:

No purchase necessary. A purchase will not increase the chances of winning. Must be 18 years of age or older and must be a resident of Idaho. Open to individual, legal residents of Idaho who are 18 years of age or older. Employees of Delta Dental of Idaho and their respective corporate affiliates, successors and/or assigns, subsidiaries and agents, advertising and promotion agencies involved in any way with this promotion and members of their immediate family (spouse and parents, siblings and children of their spouse) and persons living in the same household of such individuals are not eligible to participate or win a prize. Void outside Idaho and where prohibited.

HOW TO ENTER:

To enter the “Share Your Tooth Fairy Memory” contest, you must be a fan of Delta Dental of Idaho on Facebook at www.facebook.com/DeltaDentalID and share your best Tooth Fairy moment in the comments of the Facebook contest post linking to these rules. Sponsor not responsible for late, lost, damaged, illegible, incomplete, incorrect, or misdirected entries.

If the comment includes a Tooth Fairy-related photo or video, the individual will receive one additional entry. Each individual is allowed a maximum of two entries. The only way for an individual to receive a second entry is if their comment includes a Tooth Fairy-related photo or video.

PRIZE:

The “Share Your Tooth Fairy Memory” promotion will begin Monday, April 16 at 7 a.m. MT and conclude Friday, April 20 at 3 p.m. MT. There will be a total of one prize for this promotion. One winner will receive a Tooth Fairy Prize Pack. The pack includes one Tooth Fairy Door Gift Set, one The Night Before the Tooth Fairy book by Natasha Wing, one The Berenstain Bears and the Tooth Fairy book by Jan Berenstain, one Arm & Hammer Kid’s My Way Spinbrush, assorted kid’s mini toothpastes, and assorted Tooth Fairy stickers and tattoos. The approximate retail value (ARV) of this prize is \$50. The prize is non-transferable and no exchanges are available. Odds of winning will vary by the number of eligible entries received. Winners will be notified via Facebook message. Prize Pack will be shipped via USPS.

GENERAL CONDITIONS:

No cash redemption, substitution, or transfer of prize permitted. All federal, state, and local taxes on prize and expenses relating to acceptance and use of prize are the sole responsibility of winner. Prize winners will be selected via a random drawing conducted at Random.org using a list of all eligible entrants. Prize winners will be notified by Facebook message. If a winner cannot be reached after two attempts via Facebook message, prize will be forfeited and may be awarded to an alternate winner. By participating, entrants agree to: (a) be bound by these official rules and the decisions of

Sponsor and judges which shall be final and binding in all aspects relating to the promotion, (b) and consent to the use by Sponsor of entrant's Facebook messages for the purpose of notifying participant if he or she is only a prize winner, and (c) release and forever discharge and covenant not to sue Delta Dental of Idaho and their affiliates, subsidiaries, distributors, agents, advertising & promotion agencies, and the employees, directors and officers of each of the foregoing entities from any and all claims, demands, damages, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to claims for injury, death, damages, or illness arising out of or relating to or claimed to be arising out of or relating to promotion entry, prize acceptance, or use or misuse of the prize or any product or prize certificate awarded including, without limitation, personal injury, death, and property damage. Acceptance of a prize constitutes winner's agreement and permission to the use of his/her name and/or photograph and/or submitted content for advertising, publicity, and promotional purposes without further notice or compensation (unless prohibited by law). Sponsor and its agents are not responsible for any printing or other errors in promotion related material. The laws of Idaho will govern this promotion. Delta Dental of Idaho will not use or sell personal contact information including address, phone, or email for any other purposes outside of the "Share Your Tooth Fairy Memory" prize notification.

WINNER ANNOUNCEMENT:

For the name of the winner, please see the corresponding post at www.facebook.com/DeltaDentalID.

SPONSOR: Delta Dental of Idaho, 555 E Parkcenter Blvd, Boise, ID, 83706, All rights reserved.

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