

Read with Me: A Book A Day Reading Campaign (April 2022 – June 2022)

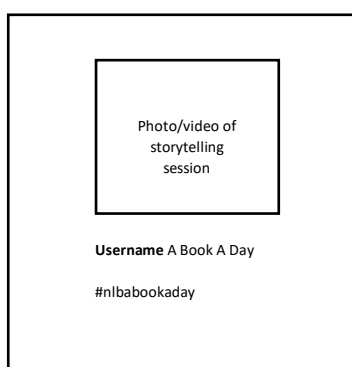
These are the rules for the “Read with Me: A Book A Day Reading Campaign” (Campaign) organised by the National Library Board. By participating in the Campaign, participants agree to all the rules set out.

1. Read with Me: A Book A Day Reading Campaign Overview

- a. The National Library Board (NLB) is organising the Read with Me: A Book A Day Reading Campaign (Campaign) which aims to promote the culture of reading aloud among children aged 0 to 6 years old.
- b. The Campaign is held on the Public Library SG (@publiclibrarysg) Instagram platform.
- c. Participants can participate in the Campaign from 1 April 2022, 0000 hours to 30 June 2022, 2359 hours.
- a. Participants in the Campaign will be entered for a lucky draw.
- b. 20 winners will be identified via a lucky draw at the end of the Campaign.

2. Participation Eligibility

- a. Any person who has a library membership (individual) with NLB can participate except for NLB staff and their immediate family members.
- b. Participants must post at least one Instagram post from 1 April 2022, 0000 hours to 30 June 2022, 2359 hours.
- c. There are no limits to the number of posts that participants can submit during the Campaign.
- d. The Instagram post must meet all the following criteria to be considered valid and eligible for a lucky draw chance:
 - The post must include at least one photo or video of a parent/adult reading to at least one child
 - Photo or video of each post can be taken from the back or at an angle where participants will not be identified
 - The post must be made public and tagged with #nlbabookaday
 - The caption of the post must include “A Book A Day”
 - @publiclibrarysg Instagram account must be tagged in the post



- e. Participants must ensure that:
 - they have the right to use the content (e.g. text and images) posted
 - they must not infringe any rights belonging to others or breach any laws.
- f. NLB does not claim any copyright to the content posted by participants.

3. Allocation of Lucky Draw Chances

- a. Lucky draw chances are allocated based on the number of eligible Instagram posts each participant posted during the Campaign period.
- b. A participant will be allocated one lucky draw chance for each Instagram post that meets the abovementioned criteria, regardless of the number of photos/videos in the post.
- c. Duplicate posts will not be allocated a lucky draw chance.
- d. The consolidation of Instagram posts and allocation of lucky draw chances to each participant will be done at an appropriate date and time of the NLB's choosing in its sole discretion. NLB's decision on the allocation of lucky draw chances is final and NLB shall not be obliged to entertain any queries on the allocation of lucky draw chances.

4. Prizes for the Campaign

The winners will receive the following prizes*:

- 1. Free subscription to The Little Book Box programme for six months. Click [here](#) for more information on the programme. (Note that winners have to provide the usual information required for a subscription including an address for delivery of The Little Book Box.)
- 2. Five picture books
- 3. A Book A Day merchandise

* The NLB reserves the right to replace the prizes without prior notice.

5. Conduct of Lucky Draw

- a. There are a total of 20 lucky draw prizes to be won for the Campaign.
- b. The lucky draw will be conducted within 7 days after the end of the Campaign or at an appropriate date and time of the NLB's choosing in its sole discretion. The lucky draws made are not subject to appeals and NLB shall not be obliged to entertain any queries.
- c. If there are disqualifications, NLB may, in its sole discretion, pick another winner

6. Announcement and Collection of Prizes

- a. The names and photos of participants who have won lucky draw prizes will be published on NLB's website, social media platforms and displayed at Public Libraries.
- b. All winners must adhere to the collection process outlined below:
 - i. Winners will be contacted by NLB via Instagram private message. The winners must respond to NLB's private message and provide the following details: (a) Name (b) Mobile Number (c) Email address. Winners have to respond within 7 days of being notified or be disqualified at the NLB's sole discretion.
 - ii. Winners will receive more information on the mode of prize collection via email and/or phone call. All prizes have to be claimed within 7 days of receiving the email and/or phone call.
 - iii. NLB shall have the right to ask to see verification that the winner is an NLB member (individual).

- iv. Prizes must be collected by winners themselves with proof of email sent to the winners.
- c. Prizes are non-transferrable and non-exchangeable for cash or other items. The NLB reserves the right to replace any prizes with items of similar value without prior notice.

7. General

- a. NLB may at its sole discretion vary these rules, or discontinue the Campaign at any time without any notice or liability to any party.
- b. Participants grant NLB the perpetual right to exhibit, present, publish and archive their username or actual name; and the content posted in print, online or on any media for any purposes without the payment of any fee.
- c. Participants agree and consent to being contacted by NLB to obtain feedback about the Campaign or for publicity purposes
- d. Participants agree to photography and filming of the receipt of their prizes and on any other separate occasion (if agreed by the participant and NLB) for publicity purposes. NLB shall have the perpetual right to use, exhibit, present, publish and archive such photographs or videos for any purposes without the payment of any fee.