

## 2011 HRMC Baby U Cutest Baby Contest Guidelines

**ELIGIBILITY:** Nominees must be a current resident of Beadle, Clark, Hand, Jerauld, Kingsbury, Sanborn or Spink County, AND under the age of one year as of the contest start date, March 1, 2011 (therefore, he/she must have been born between March 2, 2010 and March 31, 2011).

**HOW AND WHEN TO ENTER: NO PURCHASE NECESSARY.**

Between March 1, 2011, and 11:59 p.m. CST on March 31, 2011, complete the entry form and send us a recent photo or short video of your baby. Professional photos will not be accepted. Photos must be a snapshot and have been taken by you or another amateur photographer and cannot be the product of a professional photographer (e.g., Wal-Mart, Sears, JCPenney, Kmart, a portrait studio or any paid photographer). Newborns portrayed in the images must be clothed (e.g., wearing a minimum of a full coverage diaper). Any submission not meeting these requirements will be immediately disqualified.

To enter online:

You can enter online by visiting our Web site at: [www.huronregional.org/cutestbaby](http://www.huronregional.org/cutestbaby). There you will find a link to an entry form and instructions on the appropriate and acceptable file formats and sizes for submitting your entry electronically. After submitting the entry form, click on the e-mail address indicated and write your name, baby's name and baby's date of birth and attach to the e-mail message the properly formatted photo or video.

To enter by mail, include:

- Baby's photograph or digital video (on CD or DVD and viewable via QuickTime, Windows Media Player or RealPlayer; be 30 seconds or less in length; and should not exceed 2 MB),
- Submitter's name, address, phone number and e-mail address,
- Baby's name, date of birth and current zip code,
- Parent(s) first and last name(s),
- In 100 characters or less, "Why do you think your baby is the cutest?" and
- If you delivered at HRMC, please share what was most memorable about your delivery experience.

Mail to: **HRMC Baby U Cutest Baby Contest**

172 Fourth Street SE  
Huron, SD 57350

One entry per nominee will be considered for participation. Entries must be received by 11:59 p.m. CST on March 31, 2011, to be eligible. Entries will not be acknowledged or returned. All entries become the property of HRMC and may be used in any manner, in any media, worldwide in perpetuity.

HRMC can provide no technical support and accepts no responsibility for ensuring the receipt of your e-mail and photo or video. If you experience any difficulties trying to submit your entry via e-mail, we recommend that you send your entry via U.S. mail to us at the above address.

HRMC is not responsible for mail that is lost, stolen, late, illegible, incomplete, damaged, mutilated, misdirected, altered, tampered with or postage-due. HRMC is not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software.

**HOW AND WHEN WINNERS WILL BE SELECTED AND NOTIFIED**

People's choice voting will open at 5:00 p.m. CST on April 1, 2011. Each voter will cast one vote for their choice of "Cutest Baby." Voting will close at 11:59 p.m. CST on April 30, 2011. The top two entries with the most votes will win grand prize and runner-up. In the event of a tie, a random drawing of the tying entries will determine the winner. Winners will be announced on or before Mother's Day, May 8, and the winning entries will be notified via phone prior to the public announcement. If winners are not reachable between contest voting close and May 4, 2011, at 5:00 p.m. CST, the entry with the next highest votes will be awarded.

**PRIZE(S)**

One (1) Grand Prize Winner will receive a \$100 certificate for a photo session at one of several photography studios in Huron and a \$200 savings bond. One (1) runner-up will receive a \$100 savings bond. Winners are not entitled to exchange or transfer prizes or to obtain cash or other substitutes.

To claim prize: (a) winner must provide proof of age, identity and residency and (b) winner must sign and return the Publicity/Liability Release and Indemnification form.

**RELEASES:**

By participating, entrants agree to be bound by these official rules and the decisions of HRMC, which shall be final in all respects.

By participating in this contest and accepting any prize that they may win, entrants agree to release HRMC from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this contest and/or acceptance or use of the prize.

Entrants authorize HRMC to use their name, voice, likeness, biographical data, city and state of residence and entry materials in promotional material, worldwide in perpetuity, without compensation unless prohibited by law. HRMC is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at HRMC's sole discretion, without further obligation or compensation.

By submitting entry materials, entrants certify that such materials are original and created by entrant, that entrants have the necessary rights, permission and authority to submit such materials, and, if applicable, that entrants maintain a valid copyright in the materials.