



Wellness Center
Essay Contest Official Contest Rules

Void outside the 50 United States, District of Columbia and where prohibited. Do not proceed to enter if you are not at least 21 years of age and a legal resident of, and located within, one of the 50 United States or the District of Columbia at the time of entry. By participating, you agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final in all matters relating to this contest.

NO ADDITIONAL PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. This is a Contest of SKILL and therefore there are no "odds" of a particular Entry being chosen by judges by chance.

CONTEST PERIOD: The Wellness Center Personal Essay Contest ("Contest") begins at 12:01 a.m. Eastern Time ("E.T.") on Tuesday July 19, 2016 and ends at 11:59 p.m. E.T. on September 19, 2016 ("Entry Period").

1. SPONSOR: Key 2 Joy, Inc., 145 Vly Road, Suite 6, Shaker Pine Plaza, Niskayuna, NY 12309.

ENTRY: During the Entry Period, you can enter by writing one essay (first-person, non-fiction, original narrative) on your interpretation of the topic "what owning and operating a wellness center would mean to you." The essay should be a minimum of 300 words and a maximum of 1,000 words, typed, double-spaced, size 12 Arial font, on 8-1/2" x 11" paper. Complete and sign the Wellness Center Essay Application in its entirety. Be sure to type the application or print very neatly and legibly.

- **Postal mail submission**: Mail the completed and signed Wellness Center Essay Contest Application, the essay, and a money order or certified check for \$250.00 (made out to Key 2 Joy, Inc) in an envelope affixed with proper postage and return address noted on the envelope to: Key 2 Joy: Wellness Center Personal Essay Contest, P.O. Box 14650, Albany, New York 12212-4650.

Submissions are complete when application, essay, and payment are all received. Incomplete, unidentifiable, or illegible submissions will not be reviewed.

Entries must (i) be original (written by entrant), (ii) be in English, (iii) not be previously published and may not have won any prize or award, (iv) be in keeping with the Sponsor's image and (v) not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Entries that are handwritten, fictional, or exceeding the required length will



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be void. Entries may not contain brand names or trademarks. All entries are final upon submission of application, essay, and payment. Sponsor reserves the right, in its sole discretion, to reject and/or disqualify any entries, subjects, or related materials that Sponsor deems to be obscene, defamatory, profane, offensive, lewd, pornographic, false, misleading, deceptive, or otherwise inconsistent with its editorial standards, audience expectations, or reputational interests or that Sponsor believes may violate any applicable law or regulation or the rights of any third party. Sponsor reserves the right, in its sole discretion, to verify any element of any entry or related materials, request additional information and to disqualify any entrant whose participation may subject the Contest, Sponsor, or Sponsor's advertisers, clients, or customers to controversy, negative publicity, scorn, or ridicule.

By submitting your entry, you agree that your entry conforms to these Official Rules and that Sponsor, in its sole discretion, may disqualify your entry for any reason, including if it determines, in its sole discretion, that your entry fails to conform to these Official Rules in any way or otherwise contains unacceptable content as determined by Sponsor, in its sole discretion.

In the event that the minimum number of entries, 200 completed applications, is not obtained, the Contest will be rendered null and void and ALL ENTRY FEES WILL BE RETURNED. If the Contest is rendered null and void for any reason, Entrants will be refunded their Entry Fee. In all other cases, Entry Fees are non-refundable.

ELIGIBILITY: Legal residents of the 50 United States, and the District of Columbia, 21 years of age or older at time of entry are eligible to enter, except employees of Sponsor and their immediate family members (regardless of where they reside) or household members, whether or not related. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year.

JUDGING: A qualified panel of judges appointed by Sponsor will judge all the eligible entries received based on: originality (25%), adherence to Contest theme (25%), use of language (25%), and overall creativity (25%). The one (1) entry with the highest total score will be deemed the potential winner. In the event of a tie, the winner will be the entry among the tied entries with the highest score in overall creativity. Potential winner will be notified by phone and/or email and will be required to complete and return an IRS W9 form, and a Release of Liability/Publicity (unless prohibited by law) and any other documents required by Sponsor within five (5) days of date of notification. If such documents are not returned within the specified time period, prize



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or prize notification is returned as undeliverable, Sponsor is unable to contact potential winner within a reasonable amount of time or potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's sole discretion, the prize may be awarded to a runner-up. Decisions of judges are final and binding in all respects.

LISTED EQUIPMENT: Yoga and office equipment to include (20) Bolsters, (10) Round Zafus, (30) Cork Blocks, (20) Straps, (15) Eye Pillows, & (20) Yoga Blankets (10) Heavy Yoga Blankets, (20) Floor Seating (Back Jacks), (5) 6 ft. Folding Tables, (20) Metal Folding Chairs, Massage Table & 2 Sets of Linens, Back Max Back and Leg Wedge Cushions, 2 Office Chairs, 2 Waiting Area Chairs, 1 Wooden Chair, 2 Rolling Office Chairs, Benches, Fire Extinguisher, Locking File Cabinet, Mini Refrigerator, Kitchen Dishes, Cups, and Utensils, Microwave, Water Filter, Air Filter, Dyson Vacuum, Rug Cleaner, Trees & Planters, Door Draft Stops, Dry erase Board, Carpet Runner, Rolling Table, Large Space Heater, Front Desk, Lamps (Desk & Floor), Mirrors, Metal Storage Shelves, 3 Stereo Towers, Projector, 3 Bookcases, Matching Side Table, 2 Bookcases, Doored Hall Cabinet, Window Blinds, Wall Mounted Cabinet in Bathroom, and Doored Cabinet in Bathroom.

PRIZE (1): Prize includes the listed yoga and office equipment, (2) the first 6 months of rent (\$9,912.48) for a five-year lease at 145 Vly Road, Suite 6, Niskayuna, NY, 12039 (the Landlord is offering favorable terms for a new tenant that signs a new five year lease with rent of \$1,652.08 for the term of the lease to be begin October 1, 2016), (3) Key 2 Joy's active mailing list with over 2,200 subscribers, and the opportunity for the winner's essay to be published; Approximate Retail Value ("ARV"): \$20,900. Publication of winning essay is at the sole discretion of the Sponsor and is not guaranteed. The opportunity for winner's essay to be published has no retail value, and if this prize component is not available and/or cannot be awarded for any reason, the remaining elements of the prize shall constitute full satisfaction of Sponsor's prize obligation to winner and no additional compensation will be awarded. Prize may not be assigned, transferred, changed, or substituted, except at the sole discretion of Sponsor. All applicable income, federal, state and local taxes, if any, and all other costs or expenses associated with prize acceptance and use not specified herein as being provided are the sole responsibility of the winner. The awarding of the prize is contingent upon full compliance with these Official Rules.

PRIVACY: When you enter the Contest, we collect personally identifying information about you, including your name, complete mailing address, telephone number, and email address. Your information will not be sold or rented to third parties. Entrants must fully complete and submit



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all data requested to be eligible (see the "Entry" section of these Official Rules for required data). Incomplete entries are void.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Contest, entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or the prize awarded, shall be resolved individually, without resort to any form of class action; and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at a AAA regional office in New York, NY; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages including attorney's fees or any other damages, other than for entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Contest), and entrant further waives all rights to have damages multiplied or increased.

RELEASES: By participating in this Contest, entrants agree to release Sponsor, and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion of the Contest and each of their respective parents, agents, affiliates, subsidiaries, advertising and promotion agencies, and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, in whole or in part, directly or indirectly, from participation in this Contest and/or acceptance, use or misuse of the prize.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, undelivered, garbled, postage-due or misdirected entries.

Except where prohibited by law, entry constitutes permission to use each entrant's name, hometown (city and state), voice, biographical information, likeness, photograph and any statements regarding this Contest in all media now known or hereafter discovered, for any purpose, including without limitation, in connection with, and to promote, market or advertise, the Contest, in whole or in part, without review, approval, credit or attribution, notification or payment from or to entrant or any person or entity, worldwide, in perpetuity, or on a winner's list, if applicable. Contest is subject to all applicable U.S. federal, state and local laws and regulations.



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WINNER'S NAME: For winner's name, available after September 25, 2016, send an email to key2joy@gmail.com.