



## ReStore Earth Day Sale | Social Media Contest Rules

**Contest Name:** ReStore Earth Day Photo Contest

**Objective:** Encourage online engagement and store visits with Habitat for Humanity ReStores in Metro Denver; promote awareness of Earth Day.

**Platform:** Instagram (and other platforms via screenshot)

**Duration:** April 13th - April 26th

### Rules:

1. **Eligibility:** Entrants must be residents of the United States and must be 18 years of age or older.
2. **Follow Requirement:** Entrants must follow the [@habitatdenverrestores](#) Instagram account.
3. **Entry Requirement:** Entrants must visit one of the ReStore locations in Denver, Aurora, Arvada, or Littleton and take a photo at one of the displays within the store.
4. **Submission:** Entrants must post their photo to their Instagram feed or Instagram stories by Friday, April 26th at 11:59 pm MST. The post must include the hashtag #ReStoreEarthDay and tag at least one friend in the photo, post, or caption.
  - a. **Important notes on seeing submissions:**
    - i. Entrants must set their Instagram feeds to "public" for the duration of the contest, so the Habitat ReStores can see and share posts.
    - ii. If creating an entry on Instagram stories, entrants must keep the story live for 24 hours; entrants should also take a screen shot of the Instagram story and email it to [marketing@habitatmetrodenver.org](mailto:marketing@habitatmetrodenver.org) by the deadline, to make sure their entry is received.
    - iii. Entrants may share a photo on another social media platform besides Instagram (i.e. Facebook, TikTok), but because posts on those platforms are more difficult to track/share publicly, entrants must take a screen shot of their post and email it to [marketing@habitatmetrodenver.org](mailto:marketing@habitatmetrodenver.org) by the deadline to enter.

5. **Multiple Entries:** Entrants may submit as many photos as they like, but each photo must be unique and taken at a different ReStore location.
6. **Content Guidelines:** Photos must be appropriate, original, and relevant to the theme of Earth Day and the Habitat for Humanity ReStores.
7. **Ownership:** By entering the contest, participants grant Habitat for Humanity ReStores the right to repost and share their photos on their social media channels, website, and other promotional materials.
8. **Judging Criteria:** Photos will be judged based on creativity, originality, relevance to the theme, and overall aesthetic appeal.
9. **Winner Selection:** One winner will be selected from all eligible entries. The winner will be announced on the [@habitatdenverrestores](https://www.instagram.com/habitatdenverrestores) Instagram account by May 3rd.
10. **Prize:** The winner will receive a \$75 ReStore gift card, redeemable at the Habitat ReStores in Denver, Littleton, Aurora and Arvada.
11. **Notification:** The winner will be notified via direct message on Instagram (or via email, if submission was emailed) and must respond within 48 hours (2 days) to claim their prize. If the winner does not respond within the specified time frame, another winner will be selected.
12. **Publicity:** By accepting the prize, the winner agrees to allow Habitat for Humanity ReStores to use their name and photo for promotional purposes without further compensation.
13. **Compliance:** This contest is subject to all federal, state, and local laws and regulations and is void where prohibited.
14. **Disclaimer:** Instagram is not affiliated with this contest in any way and is not responsible for the administration or prize fulfillment.

By participating in the contest, entrants agree to abide by these rules and all decisions made by Habitat for Humanity ReStores, which are final and binding in all respects.