

Requirements & Photo Specs:

- Photos must be taken at a Kentucky Farmers' Market
- Photos must capture the people, the enjoyment, beauty, and culture of Kentucky's Farmers' Markets
- Each post should include a single photo. There is no limit to the number of posts that can be submitted
- Photos must be posted on Instagram
 - Must tag KY Proud Instagram account: @kentuckyproud
 - Must include #KYProudFarmersMarkets
 - Post must be public to be eligible for prize consideration

Rules: By submitting a photograph in a contest, you agree to be bound by all terms and conditions set forth by Kentucky Proud. If you do not agree with these terms and conditions, do not post an entry. By submitting a photograph in the contest, you acknowledge and agree that Kentucky Proud shall have the right (without limitation or further compensation to you) to edit, adapt, modify, reproduce, publish, promote, display, and otherwise use your entry in any way it sees fit, including the right to publish at a later date and time. By submitting entries, you are declaring that you hold the copyright to the images entered or that you have secured the right to distribute the images without restriction. Entries deemed inappropriate for any reason will not be eligible for prizes.

Promotion Description: This promotion is administered by the Kentucky Department of Agriculture ("administrator"). The promotion begins August 1st, 2018 at 12:00am Eastern Time Zone, and ends at 11:59pm Eastern Time Zone, August 31st, 2018. Valid entries meeting all program guidelines must be posted by 11:59pm Eastern Time Zone, August 31st, 2018. Promotion is void where prohibited. By entering, each entrant accepts and agrees to be bound by these promotion rules.

Eligibility: No purchase necessary to enter or win. This promotion is open only to legal residents within the state of Kentucky, who are at least 18 years of age at time of entry ("Entrant"). Employees and immediate family members of employees of administrator and their respective parent companies, affiliates, subsidiaries, agents, and their advertising and production agencies are not eligible to participate in this promotion. Entrant must post a qualifying picture/video with the inclusion of the hashtag #KyProudFarmersMarkets and must tag Kentucky Proud on Instagram.

Qualifying winner(s) will be selected by a random number generator after August 31st, 2018. All entries become the property of the administrator who reserves the right to use any information submitted by entrants in any manner. No mechanically reproduced, software-generated or other automated multiple entries are permitted. Entrant must own the rights to any photos/videos they upload. The administrator is not responsible for lost, or misdirected entries, including due to transmission, technical, and/or network failures of any kind, including, without limitation, malfunctioning of any hardware or software (whether originating with sender or Facilitator), human error, or any other error or malfunction.

For entries, the authorized account holder submitted at time of entry will be considered the entrant. An "authorized account holder" shall mean the natural person assigned to such social media account by the Internet access provider, online service provider, or other organization responsible for said account. A potential winner may be requested to provide proof that he or she is the authorized account holder with the winning entry.

Entrants agree not to upload, post or transmit any materials which contain any computer viruses, Easter eggs, worms, Trojan Horses or other harmful component or programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information. Any attempt to deliberately damage any web site or undermine the operation of the promotion is a violation of criminal and civil laws, and administrator reserves the right to seek damages from any person who makes such attempt(s). Entry materials that have been tampered with or altered are void. Any questions regarding the number of entries submitted by an individual or the authorized account holder shall be determined by the administrator in their sole discretion, and the administrator reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the promotion. By entering this promotion, Entrant agrees that the administrator of this promotion may provide entrant with promotional materials and the administrator may release entrant's personally identifiable registration information.

Prize: If all requirements are met, the administrator agrees to provide multiple Kentucky Proud gift basket prize package. valued at approximately \$100 each. Entrants are eligible to win only one Kentucky Proud gift basket during contest period.

How the Prize is Awarded: Kentucky Proud gift basket prizes will be awarded at random. Qualifying winner(s) will be selected by a random number generator after August 31st, 2018. Entrants must include exactly #KyProudFarmersMarket and tag Kentucky Proud on Instagram. Winner's eligibility must be confirmed. Winner will be contacted through the Instagram account they used to enter the promotion.

Odds of Winning: The odds of winning depend on the number of eligible entries received.

Conditions of Acceptance of Prize: Driver's license with current address or other appropriate form of identification is required to claim a Prize. Winner must claim Prize within 30 days after notification of winning the prize, or the prize will be forfeited. Winner must provide proof of legal residency and be at least 18 years old at time of Entry. If winner does not meet eligibility requirements and is therefore ineligible, then the administrator reserves the right to select another winner. The administrator takes no responsibility for the condition of the Prize. Winner must sign a hold harmless agreement for the administrator. Winner will be solely responsible for any and all local, state, and federal taxes, as well as license and registration fees, transportation costs, gratuities and other items of an incidental nature. Each winner agrees to the use of his or her name and likeness in publicity by the administrator without any additional compensation, except where prohibited by law. By entering this promotion, each winner acknowledges that the administrator has the right to publicize and broadcast winner's name, voice, and likeness, the fact that he or she won, and all matters incidental thereto.

Limitation on Liability: By entering this promotion, each entrant forever discharges and releases the administrator, their parent companies, subsidiaries, affiliates, and their respective directors, officers, employees, and agents from any and all liability, claims, causes of action, suits, and demands of any kind arising from or in connection with the promotion, including, without limitation, responsibility for property damage, loss of life, or personal injury or death resulting from or in connection with participating in the promotion or from or in connection with use or receipt of the Prize, however caused.

Administrators' Reservation of Rights: These official rules are subject to modification by the administrators. In the event of a dispute, all decisions made by the administrators are final and binding. Administrators reserve the right, in their sole discretion, to disqualify any person who tampers with the entry process or the operation of the administrators' websites, or who otherwise acts in violation of these official rules. Administrators further reserve the right, in their sole discretion, to cancel, terminate, or modify this promotion if, for any reason, the promotion is not capable of completion as planned (including, but not limited to, for the following reasons: infection by computer virus, technical corruption, force majeure, or non-authorized human intervention that compromises or affects the administration, fairness, integrity, security, or proper conduct of the promotion).