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Official Rules for Trudys Brides and Special Occasions Golden 50th Anniversary Event Giveaways and #TrudysGoldenEra Social Media Campaign Giveaways

Introduction

The Trudys Brides and Special Occasions Golden 50th Anniversary Event Giveaways, and the #TrudysGoldenEra Social Media Campaign Giveaways (“Campaign”) shall be subject to these official rules (the “Official Rules”), and by entering, the Participant (“You”) agree to be bound by the terms and conditions herein. Certain restrictions may apply.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. PARTICIPANTS WHO WANT TO ENTER THE SOCIAL MEDIA CAMPAIGN MUST HAVE INTERNET ACCESS TO PARTICIPATE. NO INTERNET ACCESS IS REQUIRED FOR THE IN-PERSON EVENT GIVEAWAY CAMPAIGN, BUT YOU MUST BE PRESENT TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED.

VOID WHERE PROHIBITED BY LAW.

1. Sponsor

The Campaign sponsor is Trudys Brides and Special Occasions, acting on behalf of itself, and is located at 1875 S Bascom Avenue, Suite 134, Campbell, CA 95008.

2. Eligibility

The Campaign is open to legal residents of the United States who are 18 years of age or older as of the date of entry. Trudys Brides and Special Occasions employees, their family members, and anyone else professionally connected with the promotion are not eligible to participate.

3. Promotional Period

The promotional period for the #TrudysGoldenEra Social Media Campaign begins at 12:00 PM PDT on Thursday, September 5, 2024, and ends at 4:00 PM PDT on Saturday, October 5, 2024. The Trudys Golden 50th Anniversary Event Campaign will occur at Trudys Brides and Special Occasions and begins at 11:00 AM PDT on Saturday, October 5, 2024, and ends at 4:00 PM PDT on Saturday, October 5, 2024.

4. How to Enter

#TrudysGoldenEra Social Media Campaign:

4.1 Follow @TrudysBrides and @TrudysProm on Instagram.

4.2 Post a Photo or Video: Post a photo or video of yourself wearing your favorite dress purchased from Trudys Brides and Special Occasions on your Instagram feed. Eligible dresses include bridal

gowns, prom dresses, pageant dresses, homecoming dresses, Quinceañera dresses, bridesmaids dresses, mother-of-the-bride dresses, mother-of-the-groom dresses, and wedding guest dresses.

- **Bonus Entries:**

- Receive one additional entry for each additional post you publish that meets the above criteria.
- Receive one additional entry for tagging the designer of your dress in your post.
- Receive one additional entry if both mother and daughter (or daughter-in-law) post a photo or video in their bridal gowns purchased from Trudys.

4.3 Tag: Tag both @TrudysBrides and @TrudysProm in your post.

4.4 Hashtag: Use the hashtag #TrudysGoldenEra in your post.

4.5 Public and Private Accounts: Valid entries count if your Instagram account is public at the time of entry and remains public throughout the promotional period. Or your account is private, and you post your entry following the above criteria, and after posting it, you send us the video or photo via direct message (DM) on Instagram to either @TrudysBrides or @TrudysProm.

4.6 No Instagram Stories are allowed as entries. Only posts on your Instagram feed: Reels, single photo posts, or carousel posts, will be considered valid.

Golden 50th Anniversary Event Giveaways Campaign:

Participants attending the "Trudys Golden 50th Anniversary Event" on October 5, 2024, at Trudys Brides and Special Occasions will have the opportunity to enter a random drawing to win one of five \$250 Trudys Gift Certificates.

5. Winner Selection and Notification

#TrudysGoldenEra Social Media Campaign Giveaways:

- Weekly winners will be selected by a random drawing conducted at Trudys Brides and Special Occasions.
- Winners will be announced on or around September 14th, September 21st, September 28th, and October 5th, 2024, on the @TrudysBrides and @TrudysProm Instagram accounts.
- Winners will be notified by direct message (DM) on Instagram. The selected winners must reply to the DM within 48 hours to claim their prize. Failure to respond within this time frame will result in forfeiture of the prize, and an alternate winner will be selected.
- Winners who have claimed the prize must either provide a mailing address so Trudys can mail the prize, or the winner can stop by Trudys to pick up the prize in person. Prizes must be picked up within 15 days, or the prize is forfeited.

October 5th Event Giveaways:

- The drawing for the five \$250 Trudys Gift Certificates will take place during the "Trudys Golden 50th Anniversary Event" on October 5, 2024 at Trudys Brides and Special Occasions.

- Winners will be announced at the event and **MUST BE PRESENT TO WIN AND CLAIM PRIZE.**

6. Prizes

#TrudysGoldenEra Social Media Campaign:

- Each weekly winner will receive one \$50 gift card from either Amazon, Alta, Sephora, or Starbucks.

October 5th Event Giveaways:

- Five winners will each receive one \$250 Trudys Gift Certificate, redeemable for a dress and/or accessories purchased at Trudys Brides and Special Occasions.

7. General Conditions

- No purchase is necessary to enter or win.
- Prizes are non-transferable, and no cash alternative is available.
- Trudys Brides and Special Occasions reserves the right to disqualify any entry deemed inappropriate or not complying with these official rules.
- By participating, entrants agree to release and hold harmless Trudys Brides and Special Occasions, Instagram, and their respective affiliates from any and all liability arising from participation in the promotion or the acceptance, use, or misuse of any prize.

8. Use of Entries

By entering, participants grant Trudys Brides and Special Occasions a non-exclusive, royalty-free, worldwide, perpetual, and irrevocable license to use, reproduce, display, distribute, and create derivative works of their submitted photos or videos for promotional purposes in any media.

9. Privacy

Personal data collected as part of the promotion will be handled in accordance with Trudys Brides and Special Occasions' privacy policy.

10. Governing Law

These rules are governed by the laws of the State of California, and any disputes will be subject to the exclusive jurisdiction of the courts of Santa Clara County, California.

11. Disclaimer

This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram or Meta. By entering, participants confirm they release Instagram and Meta of responsibility and agree to Instagram's terms of use.

If you have any questions or inquiries, please contact Trudys Brides and Special Occasions at (408) 377-1987 or visit the store at 1875 S Bascom Ave, Suite 134, Campbell, CA 95008.