



THE #BRONXCOUNTS CHALLENGE

Bronx Borough President Ruben Diaz Jr. will host an on-line, borough-wide creative arts competition where he will call on Bronx middle or high school students to submit an original song, rap, spoken word, dance performance or artwork which educates and encourages their neighbors to participate in the upcoming 2020 Census count. The top 3 submissions with the most "Likes" will be considered winners and Bronx Borough President Ruben Diaz Jr. may also use 1st Place winner's entry for official promotion of the 2020 Census!

PRIZES:

1st Place - \$500 gift certificate and official 2020 Census promotion opportunity

2nd Place - \$250 gift certificate 3rd Place - \$100 gift certificate

Guidelines and Important Information:

- Competition open to current Bronx Middle and High School students.
- Post your entry on Instagram and/or Twitter with the hashtag **#BronxCounts** from February 24th through March 2nd
- Instagram and/or Twitter account used to post contest submission must be publicly viewable.
- Video submissions must be no longer than 60 seconds.
- Submission must include original artwork, mention The Bronx and include why it is important for everyone to be counted.
- Any questions? Email: bxcompletecount@bronxbp.nyc.gov
- For more information about the 2020 Census, visit <https://2020census.gov/>



OFFICIAL CONTEST RULES FOR THE #BRONXCOUNTS CHALLENGE

SPONSOR: The Office of the Bronx Borough President, 851 Grand Concourse, 3rd Floor, Bronx, New York 10451 is the sole sponsor of this Contest. **INSTAGRAM AND TWITTER:** Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram or Twitter. **ELIGIBILITY:** The Contest is sponsored solely by the Office of the Bronx Borough President ("Sponsor"). Contest is open to Bronx middle and high school students. Sponsor's employees or members of their immediate family (and persons living in the same household of such employees, whether or not related), are not eligible to enter or win. Contest is subject to all applicable federal, state, and local laws. **HOW TO ENTER:** Between February 24 through March 2, 2020, visit www.instagram.com or www.twitter.com and follow the directions provided to complete and submit a video of no more than sixty (60) seconds in length. Contest closes at Midnight March 2, 2020. Each submission must contain the hashtag "#bronxcounts". Contest submissions must meet the following criteria to meet eligibility: (1) contest submissions must be no more than sixty (60) seconds in length, (2) must be original work, (3) must be Bronx centered, (4) must exemplify why participation in Census 2020 is important for the Bronx and (5) must not contain explicit or offensive images or language. Entrants must send entries using the correct contest hashtag, and any other specific entry information requested in the contest announcement. Eligibility of individual entries will be at the sole discretion of Sponsor, for any reason or for no reason, though specific reasons for disqualification may include use of inappropriate language or visuals. Sponsor is not responsible for and will not consider incomplete or incorrect contest entries. All entries become the sole property of the Sponsor and will not be returned. **WINNER DETERMINATION AND NOTIFICATION:** The contest submission with the most "likes" on Instagram and Twitter in the aggregate will be selected from among all eligible entries received and combined throughout the contest period. Winning the Grand Prize depend on the number of eligible entries received throughout the Contest Period and compliance with all rules and regulations of the contest. The winner of the contest will be contacted at the "entry" email address used to enter the contest, and the person receiving and replying to the winner announcement email will be considered the winner unless they specify another person within the reply email as the winner. Winner will appear at the Office of Sponsor, accompanied by a parent or legal guardian to accept and claim the prize. Claiming of prizes requires an email response to Sponsor from the winning sender email address within three (3) days of being notified of winning at the email address used to enter. Failure to respond shall mean that the winner forfeits the prize. **SUBMISSION OF PHOTO, ARTWORK, TEXT OR OTHER CONTENT FOR CONTEST:** Entries selected for display and to win "best of" contests and any other contests requiring photo, text or other content from the entrants will be judged entirely at the discretion of Sponsor. By submitting any photo, artwork, video, performance, or other media or information ("contest submission") to Sponsor, you hereby grant to Sponsor, an irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the submission in any and all media, whether now known or hereinafter created, throughout the world and for any purpose. In addition to other things, the rights granted to Sponsor includes but is not limited to the right to resize, crop, censor, compress, edit, feature, caption, affix logos to, and to otherwise alter or make use of the submission. By submitting any contest submission to Sponsor, you hereby represent and warrant that the submitted photo or information does not and shall not infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party, and you have the right to grant any and all rights and licenses granted to Sponsor herein, including but not limited to all necessary rights under copyright, free and clear of any claims or encumbrances. You acknowledge and agree that Sponsor shall have no obligation to post, display or otherwise make publicly available any photo or information submitted by you, and may, in its sole and unfettered discretion, remove, edit, modify or delete any photo or information that you submit to Sponsor. You understand and intend that any photo or information submitted by you to Sponsor may be available for viewing, rating, review and comment on by the public, and understand that comments or ratings with which you disagree or are unhappy about may be published or otherwise become associated with any photo or information you submit to Sponsor. By submitting any photo or information to Sponsor, you hereby waive any privacy expectations that you may have with respect to any such photo or information submitted by you to Sponsor. You hereby agree to hold Sponsor, The City of New York, subsidiaries, licensees sponsors and assigns harmless from and against, and hereby waive any right to pursue, any claims of any nature arising in connection with the inclusion in, publication via or display on any Sponsor site, or any other use authorized under these Terms, of any photo or information submitted to Sponsor by you. Photos or information submitted by you as a contest submission shall be the property of Sponsor, and Sponsor shall have no obligation to preserve, return or otherwise make available to you or others any photos or information so submitted. **GENERAL CONDITIONS:** By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, the City of New York, and the respective officers, directors, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or the acceptance, possession, use or misuse of any awarded prize (or portion thereof), including any/all travel/activity related thereto; and (c) to the use of his/her name, address (city and state), voice, performance, photograph, image and/or other likeness for programming, advertising, publicity, trade and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. Sponsor reserves the right in its sole discretion to cancel, modify or suspend any portion of the Contest for any reason, including should any cause corrupt the administration, security or proper administration of the Contest. **CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of New York, USA.