The MPH@GW Yoga Matters Blogging Contest

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Contest may only be entered in or from the fifty (50) United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Contest is governed exclusively by the laws of the United States. You are not authorized to participate in the Contest if you are not located within the fifty (50) United States or the District of Columbia.

1. How to Enter. To enter the 2U, Inc. (“Sponsor”) Yoga Matters Blogging Contest (“Contest”), during the Contest Period (defined below), publish a blog post on your personal or work blog that discusses how yoga has made an impact on your personal health (including physical, mental, emotional, or spiritual health) (“Post”). Posts must be no more than one thousand (1,000) words and must include either i) a link to Sponsor’s Contest description page, http://publichealthonline.gwu.edu/yoga-matters-invitation, (the “Website”) or ii) the “Blogging for National Yoga Awareness Month” badge provided on the Website, so your readers can learn about how they can share their yoga journeys. Finally, to receive one (1) entry into the Contest, e-mail a link to your Post to enewhook@publichealthonline.gwu.edu and include your full name, age and city of residence (your Post and all such entry information shall be collectively referred to as your “Submission”).

All Submissions must be written and in English. While you are welcome to create video or other content as part of your Post, such content will not be considered in the judging process. The blog on which your Post appears does not need to be solely dedicated to the subject of yoga. Submissions must be original to each entrant. By entering, each entrant warrants and represents the following with respect to his or her Submission: (a) Entrant is the sole and exclusive owner of the Submission; (b) The Submission is entrant’s own creation and is one hundred percent (100%) original; (c) The Submission will not infringe on any rights of any third parties; and (d) Any third parties whose persons or property are incorporated into the Submission have given entrant appropriate consent to be used or included as permitted herein.

Limit one (1) entry per person throughout the Contest Period. No automated entry devices and/or programs permitted. All Submissions become the sole and exclusive property of Sponsor and receipt of Submissions will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled Submissions, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed Submissions are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

By entering, each entrant further agrees that his or her Submission conforms to the Content Restrictions set forth below (collectively, the “Restrictions”) and that Sponsor, in its sole
discretion, may reject any entrant's Submission and disqualify him or her from the Contest if Sponsor believes, in its sole discretion, that such entry fails to conform to the Restrictions.

Content Restrictions:

- The Submission cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means;
- The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not contain brand names or trademarks, except for Sponsor’s trademarks for which entrant has a limited license to use for the sole purposes of creating and uploading a Submission into this Contest;
- The Submission must not contain images or artwork not created by entrant;
- The Submission must not contain material that is inappropriate, indecent, profane, obscene, violent, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created; and
- The Submission must not state, reflect or imply endorsement by the Milken Institute School of Public Health or George Washington University.

All entrants must have a valid e-mail address. If you have any questions about this Contest, please contact Sponsor.

2. Start/End Dates. Contest begins at 12:00 am Eastern Standard Time (“EST”) on Monday, September 1, 2014 and ends at 11:59 pm EST on Tuesday, September 30, 2014 (the “Contest Period”).

3. Eligibility. Participation open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old as of date of entry. Void outside of the fifty (50) United States and District of Columbia and where prohibited, taxed or otherwise restricted by law. All federal, state and local laws and regulations apply. Employees, officers and directors of Sponsor, George Washington University and each of their respective affiliates, advertising and promotion agencies, manufacturers or distributors of Contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter.

4. Judging/Judging Criteria. All Submissions will be judged by a panel of judges that have the required knowledge and experience to apply the judging criteria. All Submissions will be judged based on the following equally-weighted judging criteria: (a) originality; (b) creativity; (c) readability; and (d) impact. The entrant with the highest scoring Submission will be the potential winner of the grand prize (“Grand Prize”), subject to verification. The entrant with the next highest scoring Submission will be the potential winner of the first prize (“First Prize”), subject
to verification. The entrant with the next highest scoring Submission will be the potential winner of the second prize (“Second Prize”), subject to verification. In the event of a tie, the Submission with a higher impact score will break the tie. By entering the Contest, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

5. Prizes. Three (3) prizes: The Grand Prize winner will receive one (1) Five Hundred Dollar ($500.00) gift card to a yoga clothing/equipment store or yoga studio near winner’s residence. Approximate retail value (“ARV”): $500.00. The First Prize winner will receive one (1) Three Hundred Dollar ($300.00) gift card to a yoga clothing/equipment store or yoga studio near winner’s residence. Approximate retail value (“ARV”): $300.00. The Second Prize winner will receive one (1) One Hundred Dollar ($100.00) gift card to a yoga clothing/equipment store or yoga studio near winner’s residence. Approximate retail value (“ARV”): $100.00. Total ARV of all prizes combined: $900.00. Sponsor will attempt to award gift cards to stores based on each winner’s preference and location of residence, but reserves the right to determine the fulfillment of all prizes in its sole discretion. Prizes are non-transferable. No substitutions or cash redemptions, except in Sponsor’s sole discretion as set forth herein. In the case of unavailability of any prize (including in the event that no yoga clothing equipment store or yoga studio is located in reasonable proximity to a winner’s residence, in Sponsor’s sole discretion) or for any other reason, in Sponsor’s sole discretion, Sponsor reserves the right to substitute a prize of equal or greater value. All unspecified expenses are the responsibility of winners. Delivery of prizes requires a street address (no P.O. Boxes).

6. Notification. Winners will be notified on or about November 3, 2014 by e-mail and may be required to sign and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release within five (5) days of prize notification. If any winner cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects his/her prize or in the event of noncompliance with these Official Rules and all requirements herein, such prize will be forfeited and an alternate winner will be selected from all remaining eligible Submissions in accordance with the judging criteria. Upon prize forfeiture, no compensation will be given. Limit one (1) prize per person or household.

7. Conditions. All federal, state and local taxes are the sole responsibility of the winners. Participation in the Contest constitutes each entrant’s and winner’s permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, Submission, biographical information, any statements made by such entrant or winner regarding the Contest or Sponsor in connection with the Contest (including without limitation for purposes of disclosing the winner’s identity publicly) and for advertising and promotional purposes, in any and all media now known or hereafter developed, worldwide, in perpetuity, without notice or additional compensation, except where prohibited by law. By participating, each entrant and winner agrees to release, indemnify and hold harmless Sponsor and its affiliates, partners and promotion and advertising agencies and parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the “Released Entities”), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which
may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, misappropriation, false association or endorsement, invasion of privacy, copyright or trademark infringement or any other intellectual property-related cause of action, breach of contract and/or merchandise delivery. Sponsor is not responsible if Contest cannot take place or if the prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism or any other causes outside of Sponsor’s reasonable control. Entrants who do not comply with these Official Rules, or attempt to interfere with this Contest in any way shall be disqualified. There is no purchase or sales presentation required to participate. A purchase does not increase odds of winning.

8. Additional Terms. In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. “Authorized Account Holder” is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any potential winner may be requested to provide Sponsor with proof that such winner is the authorized account holder of the e-mail address associated with the winning Submission. Any other attempted form of entry is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. The Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one’s ability to enter the Contest, including any injury or damage to entrants’ or any other person’s computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor may select the winners from all eligible Submissions received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
9. **Limitation of Liability; Disclaimer of Warranties.** IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SERVICE AND/OR THE CONTEST, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATES WITH THE CONTEST. IN NO EVENT SHALL THE RELEASED ENTITIES’ TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED $10. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

10. **Governing Law.** THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF MARYLAND WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to Prince George’s County, Maryland. The parties agree not to raise the defense of forum non conveniens.

11. **Use of Data.** Sponsor will be collecting and using personal data about entrants online in one or more of the following ways:
   - To provide information about the Contest;
   - To provide information about Sponsor’s educational programs;
   - To process specific inquiries that entrants make of us;
   - To send promotional e-mails and other updates;
   - and for other commercial or non-commercial marketing purposes, such as to alert entrants to educational programs or services that may be of interest.

By participating in the Contest, entrants hereby agree to Sponsor’s collection and usage of their personal information. Protecting the privacy of children under the age of thirteen (13) is especially important to Sponsor. For that reason, Sponsor never collects or maintains information from entrants that Sponsor actually knows are under thirteen (13), and no part of the Contest is structured to attract anyone under the age of thirteen (13). If you are under the age of thirteen (13), please do not provide any information to Sponsor that would or could identify you personally. If you are a parent or guardian and believe that your child under the age of thirteen (13) has provided personal information through this Contest, please contact Sponsor so that Sponsor may use commercially reasonable efforts to remove that information from its systems.

12. **List of Winners.** To obtain a list of winners, send a self-addressed, stamped envelope by **December 19, 2014** to: Emily Newhook, 8201 Corporate Drive, Suite 900, Landover, Maryland 20785.
13. **Sponsor.** 2U, Inc., 8201 Corporate Drive, Suite 900, Landover, Maryland 20785.