The RESPECT! Challenge
Official Rules

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility
The RESPECT! Challenge (the “Challenge”) is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least thirteen (13) years old at the time of entry. Void where prohibited by law. Employees of Futures Without Violence, Wildfire Interactive, Inc., Macy’s, Inc. AKQA, Makers Studio, Inc. or any of their respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Challenge and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee are not eligible. The Challenge is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Challenge. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor
Futures Without Violence, formerly, Family Violence Prevention Fund, 100 Montgomery Street, The Presidio, San Francisco, CA 94129.

3. Challenge Entry Period
The Challenge begins on September 8, 2013 at 9:00 a.m. Pacific Time (“PT”) and ends on October 25, 2013 at 6:00 p.m. PT (the “Challenge Entry Period”). Sponsor is the official time keeper for this Challenge.

4. How to Enter
Enter on Facebook for National Prize and Regional Prize
During the Challenge Entry Period, you can enter the Challenge through the promotion application on the Facebook Platform. You can find the application for The RESPECT! Challenge on the Futures Without Violence Page on Facebook (facebook.com/FuturesWithoutViolence) or the Macy’s Page on Facebook (facebook.com/Macys) or at http://www.futureswithoutviolence.org/(collectively the “Challenge Website”).

On the Challenge Website you must complete and submit the entry form as instructed (by providing your name, email address, date of birth, postal code, the 501(c)3 organization or school that would be the beneficiary of the $10,000 donation and identify the person you respect and answer the following question, “Who would you like to thank for teaching you respect?”), upload either: (A) a video of the person you respect that is no longer than sixty (60) seconds (“Video”); or (B) an essay up to three hundred (300) words (“Essay”) that states how this person taught you respect (Video and Essay each an “Entry”). The Entry should include the word, “respect”. An entrant may enter as many times as you’d like. All Entries must be in English.
Entry on Twitter or Instagram for National Prize, Regional Prize and Weekly Prize
During the Challenge Entry Period take a photo or video of “Who would you like to thank for teaching you respect?” and provide a text response if possible (the “Photo/Video”). Then upload the Photo/Video through Twitter or Instagram with the hashtag #RespectChallenge (required) and/or tag @WithoutViolence and @Macys (optional). Your Photo/Video along with the hashtag #RespectChallenge and/or @WithoutViolence and @Macys will constitute your entry for the grand prize and regional prize as well as the weekly prize (the “Weekly Entry”). You can add a filter to the original Photo/Video to further stylize your Entry. Multiple entrants are not permitted to share the same social media account. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any entrant, the authorized account holder of the email address used to register will be deemed to be the entrant. All Entries become the sole and exclusive property of Sponsor and will not be returned. Do not use the hashtag #RespectChallenge for purposes other than participation in the Challenge and competing to win a weekly prize.

Entries must be truthful and Sponsor reserves the right to verify information contained in the Entry. Entries must be the original work of the entrant; may not have been used publicly previously by any third party; must not infringe any third-party’s rights; must be suitable for publication (i.e., may not be obscene or indecent); must not contain obscene or pornographic material; may not contain defamatory statements; may not invade privacy, publicity or other rights of any person, firm or entity; may not in any other way violate applicable laws and regulations; may not contain any reference to any third party trademarks, names (other than the name of the nominee’s employer) or third party logos; and may not contain any copyrighted works owned by third parties. All Entries will be reviewed for content eligibility and compliance with these Official Rules before being judged. Entries containing false information, prohibited material or inappropriate content, as determined by the Sponsor, in its sole discretion, may be disqualified. Sponsor makes the final determination as to what Entries are eligible to take part in this Challenge. Submission of an Entry grants Sponsor and its agents the unconditional, irrevocable, worldwide right to publish, use, adapt, edit and/or modify such Entry in any way, in any and all media, without limitation, and without consideration to the entrant, whether or not such Entry is selected as a winning Entry. BY SUBMITTING THE ORIGINAL ENTRY, THE ENTRANT (PARENT/LEGAL GUARDIAN IF THE ENTRANT IS A MINOR) REPRESENTS AND WARRANTS THAT HE/SHE HAS ALL RIGHT, TITLE AND INTEREST NECESSARY TO GRANT THE SPONSOR THE WORLDWIDE, IRREVOCABLE AND UNRESTRICTED RIGHT AND LICENSE TO ADAPT, PUBLISH, USE, EDIT, AND/OR MODIFY SUCH ENTRY IN ANY WAY AND POST THE ORIGINAL ENTRY ON THE INTERNET OR USE THE ORIGINAL ENTRY IN ANY OTHER WAY AND AGREES TO INDEMNIFY AND HOLD SPONSOR HARMLESS FROM ANY CLAIMS TO THE CONTRARY.

5. National Prize and Regional Prize Winner Determination
All Entries will be judged by a panel of qualified judges (“Judges”) between October 26, 2013 and October 31, 2013 to select the one national prize winner and the eight (8) regional prize winners. The Entries will be judged on the following three criteria:

- Entry Composition (33.33%)
- Entry Sincerity (33.33%)
- Entry Creativity (33.33%)

The one entrant that has the highest score will be the national prize winner, pending verification. The one entrant in each region that has the highest score will be the regional prize winner, pending verification. There will be total of eight regional winners. The eight regions are as follows: Mid-Atlantic
(Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, and Washington DC), Midwest (Indiana, Kentucky, Ohio, Tennessee, and West Virginia), North (Illinois, Michigan, Minnesota, Missouri, North Dakota, South Dakota, and Wisconsin), Northeast (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont), Northwest (California, Idaho, Montana, Oregon, Utah, Washington, and Wyoming), South Central (Arizona, Colorado, Kansas, Louisiana, New Mexico, Oklahoma, and Texas), South East (Alabama, Florida, Georgia, North Carolina, and South Carolina) and South West (Guam, Hawaii, and Nevada). The entrant that is the grand prize winner cannot also win a regional prize.

In the event of a tie, the tie breaker will be based on the highest score in the first Judging Criteria, continuing thereafter to each Judging Criteria in order, as needed to break the tie. All submitted Entries and Entrants in this Challenge shall be governed by these Official Rules and the decisions of the Judges and Sponsor. Entrants agree that the Sponsor and Judges have the sole right to decide all matters and disputes arising from this Challenge and that all decisions of Sponsor and Judges are final and binding.

All potential winners are subject to a background check (including, without limitation, civil and criminal court records and police reports). Sponsor reserves the right in its sole discretion to disqualify any Entry if the results of such background check or interview reveals that the entrant and/or the person that was nominated is either not eligible to participate in the Challenge or if the Sponsor determines, in its sole discretion, that participation of entrant might reflect negatively on Sponsor or any of its related or affiliated companies, employees, or affiliates, or if the Entry contains false, deceptive or incomplete information. Within 24 hours of being contacted as a potential winner, all potential winners (including the person that made an Entry as well as the person that was stated in the Entry) may be required to timely provide evidence which objectively verifies the facts stated in the Entry to the satisfaction of the Sponsor and provide any requested written authorization, consents or releases in connection with such background checks. Failure to do so will result in disqualification of an entry. Entries may also be disqualified for: (a) failing to provide the required information in a timely manner; (b) a violation of any of these Official Rules (including failure to satisfy any eligibility requirements); or (c) any other reason affecting the fairness or propriety of this Challenge as determined by the sponsor in its sole discretion.

6. Weekly Prize Winner
With your Weekly Entry you will automatically be entered to win a weekly prize. One winner will be selected each week for all people that entered via Twitter and one winner will be selected each week for all people that entered via Instagram. The Weekly winners will be selected randomly.

The entry period for the Sweepstake weekly winner determination dates are as follows:

<table>
<thead>
<tr>
<th>Week</th>
<th>Start Date at 9:00 a.m. PT</th>
<th>End Date at 6:00 p.m. PT</th>
<th>Sweepstakes Winner Determined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>September 8, 2013</td>
<td>September 14, 2013</td>
<td>September 15, 2013</td>
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<tr>
<td>Week 2</td>
<td>September 15, 2013</td>
<td>September 21, 2013</td>
<td>September 22, 2013</td>
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<td>Week 3</td>
<td>September 22, 2013</td>
<td>September 28, 2013</td>
<td>September 29, 2013</td>
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<td>Week 4</td>
<td>September 29, 2013</td>
<td>October 5, 2013</td>
<td>October 6, 2013</td>
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<td>Week 5</td>
<td>October 6, 2013</td>
<td>October 12, 2013</td>
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<tr>
<td>Week 6</td>
<td>October 13, 2013</td>
<td>October 19, 2013</td>
<td>October 20, 2013</td>
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<tr>
<td>Week 7</td>
<td>October 20, 2013</td>
<td>October 25, 2013</td>
<td>October 26, 2013</td>
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Limit of one weekly prize per person for the Sweepstakes.

7. ALL POTENTIAL CHALLENGE WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CHALLENGE.

8. Verification of Potential Winners
The potential prize winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winners will be notified by email, telephone, or registered mail on or about November 1, 2013. The potential winners will be required to sign and return to Sponsor, within three (3) days of the date notice is sent, an affidavit of eligibility, and liability/publicity release (except where prohibited) in order to claim his/her prize if applicable. If the potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner of a Challenge prize is disqualified for any reason, Sponsor may award the applicable prize to an alternate Finalist.

9. Prizes
• One (1) grand prize will be awarded. Grand prize winner will receive a 2-night/3-day trip for winner and one guest to New York, NY. Trip includes round-trip air transportation on <airline TBD> to/from gateway airport nearest winner’s home to the greater New York City area, hotel accommodations (single room/double occupancy) in New York City for two (2) nights, ground transportation to and from the airport while in New York, two (2) tickets to the Macy’s Thanksgiving Day Parade, one (1) five hundred dollar ($500) Macy’s gift card, and one (1) $10,000 donation to an organization of the winner’s choice (the organization must be a 501(c)3 or educational institution) - the Sponsor will be sending the donation directly to the organization. The organization will be the one that was listed at the time of entry. Winner must commence the trip on November 27, 2013 and return on November 29, 2013 and make travel reservations no later than November 5, 2013. If winner is unable to travel on these dates the prize will be forfeited. If winner lives within 150 miles of New York City ground transportation may be provided instead of air transportation. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, baggage fees, personal charges at lodging, security fees, taxes or other expenses or incidentals are the responsibility solely of winner. Travel companion must be 18 years of age or older (or be accompanied by their parent / legal guardian as the prize winner) as of the date of departure and must travel on same itinerary and at the same time as the winner. If the winner is minor he or she must be accompanied by their parent / legal guardian as the travel companion. Travel companion will be required to sign a release before going on the trip. Approximate retail value (“ARV”) of the prize is $14,000.

• Eight (8) regional prizes will be awarded. Each regional prize winner will receive a $2,500 scholarship that will be in the form of a check to the prize winner, one (1) two hundred and fifty dollar ($250) Macy’s gift card, and one (1) $2,500 donation to an organization of the regional winner’s choice (the organization must be a 501(c) 3 or educational institution) - the Sponsor will be sending the donation directly to the organization. The organization will be the one that was listed at the time of entry. ARV of the prize is $5,250.

• Fourteen weekly prizes will be awarded. Each weekly prize winner will receive a one hundred dollar ($100) Macy’s gift card.
For all Prizes: No warranty or guarantee will be given by Sponsor with respect to the prize. Any and all guarantees and warranties are subject to the manufacturers or service provider’s terms and conditions, and the winner agrees to look solely to such entity for any such warranty or guarantee claim. Prize is non-transferable. No substitution, cash redemption, assignment or transfer of prize permitted, except by Sponsor, who reserves the right in its sole discretion to substitute a prize with another prize of greater or equal value. All federal, state and local taxes, if any, related to a prize are the responsibility of the individual winner. Winners are solely responsible for any taxes on their respective prizes, and winners who receive a prize valued at $600 or more will be issued an IRS Form 1099 for the value of the prize.

10. Entry Conditions and Release
By entering, each participant (parent/legal guardian if the participant is a minor) agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor and/or Judges which are binding and final in all matters relating to this Challenge; (b) release and hold harmless the Sponsor and its respective parent, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Challenge, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the “Released Parties”) from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant’s entry, creation of an entry or submission of an entry, participation in the Challenge, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Sponsor from and against any and all claims, expenses, and liabilities (including reasonable attorneys fees) arising out of or relating to an entrant’s participation in the Challenge and/or entrant’s acceptance, use or misuse of prize.

11. Publicity
Except where prohibited, participation in the Challenge constitutes winners (parent/legal guardian if the winner is a minor) consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions
Sponsor reserves the right to cancel, suspend and/or modify the Challenge, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor’s reasonable control impairs the integrity or proper functioning of the Challenge, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Challenge or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Challenge may be a violation of criminal and civil law, 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. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability
The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Challenge; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Challenge; (d) technical or human error which may occur in the administration of the Challenge or the processing of Entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Challenge or receipt or use or misuse of any prize. If for any reason an entrant’s Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Entry in the Challenge. No more than the stated number of prizes will be awarded.

14. Disputes
Entrant (parent/legal guardian if the entrant is a minor) agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Challenge shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Challenge, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate California State Court located in San Francisco County, California; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Challenge, but in no event attorneys’ fees; and (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Challenge, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

15. Entrant’s Personal Information
Information collected from entrants is subject to the Sponsor’s Privacy Policy which is available at http://www.futureswithoutviolence.org/userfiles/Futures%20Without%20Violence%20Privacy%20Policy.pdf

16. Challenge Results
For Challenge results send a hand-printed, self-addressed, stamped envelope to RESPECT! Challenge - Winners List Request, Futures Without Violence, 100 Montgomery Street, The Presidio, San Francisco, CA 94129. Requests for the winner list must be received by December 1, 2013. DO NOT SEND ANY OTHER CORRESPONDENCE OR ENTRIES TO THIS ADDRESS.

This Challenge is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Futures Without Violence and not to Facebook or Macy’s. The information you provide will only be used for this Challenge.