



my america

a country through a foreign lens

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN PRIZE

ELIGIBILITY

The contest is sponsored by CDS International, Inc. (CDS). The contest is open to all active participants in any CDS program between January 1, 2010 and January 31, 2011. The contest begins on January 1, 2010 and ends on January 31, 2011 (the "Contest Period"). To be eligible, at least thirty (30) days of your CDS program must have occurred during the Contest Period. All entries must be received on or before January 31, 2011 to be eligible. By entering the contest, you agree to accept these official rules.

HOW TO ENTER

No purchase is necessary to enter or win. There is a limit of one (1) submission per person during the Contest Period. Each eligible contest submission must include between eight (8) and ten (10) photographs delivered via one (1) of the following methods:

- (i) **Online via www.yousendit.com**
Compress all of your photos and your entry form into one file and send it to contests@cdsintl.org;
- (ii) **Via an FTP server**
Please contact contests@cdsintl.org for more information on how to submit via an FTP server;
- (iii) **Via email**
Compress all of your photos and your entry form into one file, attach it to an email, and send it to contests@cdsintl.org — please note that the maximum size for an attachment is ten (10) megabytes, anything larger will need to be submitted via another method; or
- (iv) **Mail entry on a CD-ROM to:**
CDS International, Inc.
ATTN: My America
440 Park Avenue South, 2nd Floor
New York, NY 10016

Each submission must include a title of the submission, a title for each photograph, and a brief three (3) to five (5) sentence essay (about 100 words) describing the overall submission and how the submission reflects the entrant's experiences in the entrant's host country. All photographs must be submitted in .jpeg, .jpg, .tif, or .gif file formats with a resolution of 300 dots per inch (dpi). All submissions must be accompanied by a fully completed 2010 My America Entry Form available at <http://www.cdsintl.org/myamerica>.

PRIZES

- **Grand Prize Winner: One (1) grand-prize** winner will be awarded *either*:
 - One (1) trip voucher for two (2) people on Intrepid Suntrek's "California Discovery Southbound" tour. The trip must occur during the 2011 calendar year and cannot take place in July or August. Prize winners must arrange for travel to/from the trip's arrival/departure points. Prize winners will coordinate their trip with Intrepid Suntrek, not through CDS. This voucher is non-transferable, has no cash value, and is subject to Intrepid Suntrek's booking conditions. More information about this trip package can be found at <http://www.intrepidtravel.com/trips/srcs>. (ARV of this grand prize option: US\$2,140).
 - The equivalent of a US\$500.00 travel voucher from STA Travel. The grand prize winner may select one (1) country in which to use the travel voucher from the list of countries located at <http://branches.statravelgroup.com/bluebook.php>. The travel voucher may be used for any item that may be purchased through STA Travel but the voucher may only be used in that one (1) country selected by the grand prize winner. Certain other restrictions may apply. (ARV of this grand prize option: US\$500).
- **Second Prize Winner:** One (1) second prize winner will receive an Apple iPod Nano (four (4) gigabytes, or of similar capacity and value) (ARV of second prize: US\$150).
- **Theme Award Winner – Working in the American Dream:** One (1) Working in the American Dream winner will receive a US\$75 gift card, or its equivalent, for use at Rick Steves' Travel Store. Submissions eligible to receive the grand prize or the second prize are also eligible to receive the Working in the American Dream prize.
- **People's Choice Award Winner:** One (1) People's Choice Award winner will receive a two (2) year subscription to Flickr (ARV of Working in the People's Choice Award: US\$50). Submissions eligible to receive the grand prize or the second prize are also eligible to receive the People's Choice Award prize.

ENTRY CONDITIONS

Entries must not contain nudity, depictions of violence, threatening language, or be indecent or offensive.

All submissions must be the sole work of the entrant. By entering this contest, you represent and warrant that you own all right, title, and interest in and to your submission and that your submission is free of claims and rights of third parties. Modifying, enhancing or altering a third party's preexisting work does not qualify as an original creation. Submissions may not have been published previously, in whole or in part, or have won an award. CDS reserves the right to modify or disqualify a submission for any reason.

You must have obtained written permission for each person whose name or likeness is included in your submission; permission regarding a person less than eighteen (18) years old must be given by that person's parent or legal guardian. Upon CDS's request, you must provide copies of all written permissions to CDS.

ADDITIONAL TERMS

All submissions become the exclusive property of CDS and will not be returned. By entering this contest, you assign to CDS all right, title, and interest in and to your submission, including, without limitation, all intellectual property and other proprietary rights, without compensation or acknowledgement (other than the prizes awarded as set forth in these official rules). You waive any and all "moral rights" in and to your submission. CDS reserves the right to decline to accept, display or use the submission for any reason, in its sole and absolute discretion, and there is no guarantee that CDS will make use of any rights granted to CDS in any submission.

NO TAMPERING; RIGHT TO CANCEL, MODIFY

Your submission shall be disqualified if:

- (a) you tamper with the submission process or the operation of the contest, or with the CDS Website;
- (b) you act in violation of these official rules;
- (c) the entry information supplied by you contains inaccurate information or does not comply with the official rules;
- (d) your submission is lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human, or technical error of any kind; or
- (e) you have committed fraud or deception in entering or participating in the contest or claiming any prize.

CDS reserves the right to terminate, suspend or amend the contest, without notice, and for any reason, including, without limitation, if CDS determines that the contest cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond CDS's control corrupt the administration, security, fairness, integrity or proper play of the contest. In the event any tampering or unauthorized intervention may have occurred, CDS reserves the right to void suspect entries at issue.

CDS shall not have any obligation or responsibility for:

- (a) telephone, electronic, hardware, software, network, Internet, or computer malfunctions, failures or difficulties;
- (b) any inability of the winner to accept the prize for any reason; or
- (c) any damages, injuries or losses of any kind caused by a prize or resulting from participating in the contest.

INDEMNIFICATION AND LIMITATION OF LIABILITY

BY ENTERING THE CONTEST, YOU AGREE TO INDEMNIFY, RELEASE AND HOLD HARMLESS CDS AND ALL OF ITS OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM AND AGAINST ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM YOUR PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON. CDS DOES NOT MAKE ANY WARRANTIES, EXPRESSED OR IMPLIED, AS TO THE CONDITION, FITNESS, OR MERCHANTABILITY OF ANY OF THE PRIZES.

CDS AND ITS OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS DISCLAIM ANY LIABILITY FOR DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE CONTEST.

PUBLICITY

Your submission constitutes your permission for CDS to use your name, voice, likeness and biography if you should win a prize, for publicity purposes without further compensation (except where prohibited by law).

PRIVACY

Personal information collected by CDS during the contest is subject to CDS's privacy statement available at www.cdsintl.org/privacy and, except as otherwise provided in these official rules, will be treated in accordance with the terms of that statement.

GOVERNING LAW

All issues and questions concerning the construction, validity, interpretation, and enforceability of these official rules, or the rights and obligations of entrants in connection with this contest, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to that state's choice of law or conflicts of law rules or provisions.

JUDGING

Judges' Voting: Each submission will be evaluated and judged by a committee of CDS employees. The committee will select the grand prize and second prize winner based on the following criteria:

- (1) originality of idea;
- (2) thematic strength;
- (3) aesthetic appeal;
- (4) emotional impact; and
- (5) overall impression.

The committee will use a scale of 1 to 10 to grade each criterion and the entrant with the greatest number of points will be the grand prize winner. The entrant with the second greatest number of points will be the second prize winner.

Consideration for the Working in the American Dream Photo Award is voluntary; however, entries must be accompanied by an complete entry to the My America photo contest. To be considered for this prize, the entrant may either:

- (1) specify a single photo from the original photo entry; or
- (2) submit a single photo in addition to the original entry.

Working in the American Dream entries must also meet the following requirements to be considered:

- (1) contain the entrant him- or herself; and
- (2) showcase the entrant's internship environment (what the entrant does at the internship).

The committee will select the Working in the American Dream prize winner based on the following criteria:

- (1) portrayal of daily work at internship;
- (2) originality of idea;
- (3) aesthetic appeal; and
- (4) overall impression.

The committee will use the scale of 1 to 10 mentioned above to grade each of criterion; the entrant with the greatest number of points will be the Working in the American Dream prize winner.

All decisions made by the judges' committee will be final.

Viewer Voting: Each submission will be available for public viewing on the CDS Website. Submissions will be available for viewer voting for approximately one (1) month (the "Viewing Period") and viewers may only vote once during the Viewing Period. The submission with the highest number of votes will be the People's Choice Award Winner. Only those who have submitted an entry to the Beyond My America Contest will be eligible for the People's Choice Award. Photos submitted exclusively for the Theme Awards will not be eligible for this prize.

Winners will be solely responsible for any federal, state, or local taxes incurred upon acceptance of a prize. Except for the prize value, winners will not receive any additional monetary compensation for participating in the contest.

WINNERS' LIST

To obtain a list of the winners, send a self-addressed, stamped envelope to:

CDS International
ATTN: My America
440 Park Avenue South, 2nd Floor
New York, NY 10016

Requests must be received by December 1, 2011.

SPONSOR

CDS International, Inc.
440 Park Avenue South, 2nd Floor
New York, NY 10016