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OFFICIAL RULES

Capital Health's 2025-2026 "Post Positive" PSA Video Contest

NO PURCHASE NECESSARY TO ENTER OR WIN. CONTEST IS VOID WHERE PROHIBITED BY LAW AND SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS. THE PSA VIDEO CONTEST IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, OR WOOBX.

BY ENTERING THIS CONTEST, YOU CERTIFY THAT YOU ARE ELIGIBLE TO ENTER AND AGREE TO BE BOUND BY THE OFFICIAL RULES AND DETERMINATIONS OF SPONSOR.

1. Who is eligible?

The 2025-2026 "Post Positive" PSA Video Contest (the "Contest") is **only open to students in the following public middle schools** in these Pennsylvania and New Jersey school districts: Pennsbury (Charles Boehm, Pennwood, William Penn); Council Rock (Holland, Newtown, Richboro); Neshaminy (Maple Point, Carl Sandbury, Poquessing); New Hope-Solebury (New Hope Solebury-Middle School); Hamilton Township (Crockett, Grice, Reynolds); Hopewell Valley Regional School District (Timberlane); Trenton (Grace A. Dunn, Dr. MLK Jr. Middle School, Arthur J. Holland Middle School); Ewing (Gilmore Fisher) and Lawrence Township (Lawrence Intermediate, Lawrence Middle School) (collectively, "Schools").

There is no limit to the number of submissions as a school can win more than one category. Employees of Capital Health, as well as the immediate family (spouse, parents, siblings, children, step-children and grandchildren) and household members of Capital Health employees, are not eligible to enter the Contest.

2. Who is sponsoring this Contest?

The Contest is sponsored by Capital Health System, Inc. ("Sponsor" or "Capital Health"), One Capital Way, Pennington, NJ, 08534.

3. How long is the Contest entry period?

The Contest begins at 12:00AM (EST) on September 15, 2025, and ends at 11:59PM (EST) on March 27, 2026 (the "Entry Period").

4. How do I enter?

During the Entry Period, qualified Schools wishing to enter the Contest (each, an “Entrant”) must submit an original, unpublished digital video public service announcement (“Submission”) on-line at: **capitalhealth.org/healthystudents**, then click on the **Post Positive** tab in which entries will be submitted via a third-party app, Woobox.

Submissions which are not received by Sponsor during the Entry Period will not be entered into the Contest. Entrants’ Submissions must be no larger than 50MB, and must be submitted in the following file formats: .MOV, .MPEG4, .MP4, .AVI, .WMV, .MPEGPS, and other formats eligible for YouTube transcription.

Submissions may only be submitted by teachers or school officials, eighteen (18) years of age or older, on behalf of the Entrant. All Submissions must include: school name, school mailing address, submitting teacher’s grade, submitting teacher or school official’s name, names of students involved, email address and phone number and description of how the prize will be utilized.

By submitting a video in the Contest, the Entrant warrants and represents that it and any persons appearing in or who are identifiable in the Submission consent (or for minors, Entrant has obtained consent from the minor’s parent or guardian) to the Submission and use of the entry in the Contest and to its use as otherwise set forth herein. All Submissions must not contain any third party material unless permission to use such material(s) has been granted by such third party and all necessary consents and permissions directly or indirectly related to the Submission and its use as stated herein have been obtained, and that neither the Submission nor its use infringes or violates any third party’s copyrighted material, trademark, or other legal or intellectual property rights nor does it violate any applicable law.

Submissions must be made entirely by students, either individually or as a team. Use of copyrighted content is prohibited. ONLY royalty-free music, photos and/or videos can be used. Submissions must be sixty (60) seconds or less and must positively focus on healthy social media habits and solutions.

The use of profanity or any inappropriate language or images will result in automatic ineligibility.

In the event that a Submission cannot be entered through Woobox, potential Entrants may contact: Rebecca Kelly, Dir. of Strategic Partnerships, at rkelly2@capitalhealth.org, Or via mail: Capital Health System, Inc., Attn.: Rebecca Kelly, Dir. of Strategic Partnerships, One Capital Way, Pennington, NJ 08534, no later than 11:59PM (EST) on March 27, 2025.

5. What is the prize?

Four (4) Entrants will receive prizes to be awarded to the winning Entrant’s Parent-Teacher Organization (PTO) or Parent-Teacher Association (PTA).

One winner in each of the following categories will be selected:

- *Most Impactful:* \$2,000
- *Most Creative and Original:* \$2,000
- *Best Use of Messaging:* \$2,000
- *Honorable Mention:* \$2,000

Monetary prizes must be used by the winning entrant’s school’s PTO and/or PTA. Prizes are not transferrable and must be accepted as awarded. Entrant can submit multiple entries, but only one winning Submission per category will be chosen. An Entrant may have multiple winning Submissions. Winners of the prize money are solely responsible for payment of any and all taxes and/or other fees, including but not limited to any federal, state or local income taxes, that are or may become payable as a result of participating in the Contest or receipt of a prize. Sponsor reserves the right to substitute any prize with another prize of equal or greater value if the advertised prize is not available.

6. How are the winners selected?

Winners will be selected by an independent panel of judges chosen by Capital Health. Submissions will be judged on originality, positive messaging, creativity and impact. The decision of the judges is final. Sponsor will notify potential winners within approximately thirty (30) days after campaign ends on March 27, 2026. Notification will be sent via email to the address provided at submission. Sponsor will not replace any lost, damaged or stolen prize, or any prize that is undeliverable or does not reach a winner because of an incorrect or changed physical address.

If a potential winner declines to accept the prize or is found to have violated any of these Official Rules, then an alternate Entrant will be selected in that school's place. Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential winners. Sponsor will award the prizes at a date to be determined.

7. Other Contest Rules

By submitting a PSA, all Entrants grant Sponsor a non-exclusive, perpetual, sublicensable, transferable, and royalty-free license to reproduce, prepare derivative works of, publicly display or distribute the Submission (which includes any name, likeness, and biographical information) on television, the internet, or any other media, now or hereafter developed, and marketing and/or advertising events for any purpose, without any additional permissions, consideration or compensation of any kind. Sponsor may also require winners to sign a publicity release if Sponsor uses winners' Submissions for publicity or advertising.

Submissions must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. Entrants can submit as many Submissions as they like and can win more than one (1) category. Sponsor may disqualify any Submission which contains or depicts inappropriate, offensive or derogatory language, images or information. Submissions will be deemed inappropriate, offensive or derogatory at Sponsor's discretion. Sponsor reserves the right to disqualify any Submission which, in its opinion, violates these Official Rules.

Sponsor reserves the right to void Submissions of any Entrants who Sponsor believes may have attempted to tamper with or impair the administration or fairness of this Contest. If, for any reason, the Contest can no longer continue as planned, Sponsor reserves the right to cancel, modify or suspend the Contest without notice and award the prizes following a review of Submissions received before said cancellation, modification or suspension. Entrant agrees that Sponsor is not responsible for any unauthorized use of Submissions by third parties following publication of Entrant's Submission. The odds of winning depend upon the number of eligible entries received.

Sponsor will only have access to the information provided to Sponsor at submission. The names of potential winners may be disclosed to third parties seeking information regarding the list of winners of the Contest. Woobox may collect or use an Entrant's information for its own independent purposes in accordance with its own independent privacy policy, which can be found at <https://woobox.com/privacy> and Sponsor is not responsible for any information collected by Woobox.

Sponsor assumes no responsibility for (i) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of Submissions, (ii) any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers or providers, computer equipment, software, failure of any e-mail or submission on account of technical problems, human error or traffic congestion on the Internet or at any website or any combination thereof, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Contest or downloading or uploading any materials in connection with this Contest. Any use of WooBox by Entrants shall be at Entrants sole risk and expense.

8. Limitation of Liability

By participating in this Contest, you agree to waive, release, indemnify and hold harmless the Sponsor, Facebook, Twitter, Woobox, YouTube and Instagram and each of these entities' respective parent companies, subsidiaries, affiliates, agents, representatives, officers, directors, members, shareholders and employees (collectively the

“Releasees”), from any claim or cause of action arising out of or in connection with the administration of, or Entrant’s (or any student’s) participation in, the Contest, including but not limited to any use of the Submission by Releasees. Entrant further agrees that for any cause of action related to, arising out of or in connection with the Entrants’ participation in the Contest, the Releasees’ shall not incur any liability. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, incidental, direct or indirect damages.

9. **How will disputes be handled?**

Except where prohibited, Entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Mercer County, New Jersey.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant’s rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules.

10. **Contest Winners**

For a copy of any legally required list of winners, please email Rebecca Kelly, Director of Strategic Partnerships, RKelly2@capitalhealth.org, or via mail: Capital Health System, Inc., Attn: Rebecca Kelly, Director of Strategic Partnerships, One Capital Way, Pennington, NJ 08638. Requests must be received within six (6) weeks of the end of the Entry Period.