

Make A Difference Mom Contest



Ziploc® Brand products and TerraCycle® want to celebrate moms around the country who are taking steps to make a difference for the environment and their communities. We're searching nationwide for that "Make A Difference Mom" who makes a conscious effort to create a positive impact on the environment and community in her daily life. Tell us how the mom you are nominating (maybe it's you!) recycles, plants trees or engages in other activities designed to help protect the environment. TerraCycle will pick four finalists to highlight on the TerraCycle Facebook page, where you can find a link to vote for the winner.

The contest runs from Oct. 24 to Dec. 15. We'll send out an email notifying you of the four finalists by early January, and voting will take place January 5 - January 26 on TerraCycle's Facebook page. Make sure you join the TerraCycle and Ziploc® Facebook communities so you can learn more about the contest and vote for your favorite finalist mom!

ZIPLOC® Brigade™

Ziploc® Brand teamed up with TerraCycle in May 2010 providing fundraising opportunities in K-12 schools. Through the Ziploc® Brigades, school can collect bags and containers of any size and send them free of charge to TerraCycle to be turned into new plastic-based products. For each bag or container collected, Ziploc® Brand and TerraCycle will pay 2 cents to the school actually doing the collection.

Prizes:

GRAND PRIZE WINNER

- TerraCycle Prize Pack
- Ziploc® Prize Pack
- \$1,500 to reward herself or her community and a video camera to document your experience
- Title of "Make A Difference Mom"

3 RUNNERS UP

- TerraCycle Prize Packs
- Ziploc® Prize Packs

How To Enter:

Enter by sending us an email at contest@teams.terracycle.net that explains in 250 words or less how your mom makes a difference for the environment and community. We'd also love to see a photo of your mom in action so send it our way (your entry does not require an image). If you're part of a school organization, take time in class to help students nominate their moms. You don't have to be enrolled in the Brigade Programs to be part of this contest. Make sure you include a phone number for your nominee so we can contact them if they win!

FINALISTS WILL BE SELECTED BY TERRACYCLE ON THE FOLLOWING CRITERIA:

- Creativity
- Global Impact
- Local Impact



Sponsored by:



No Purchase Necessary

For TerraCycle's Privacy Policy please visit www.terracycle.net/privacy

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT ENHANCE YOUR ABILITY TO PARTICIPATE OR WIN.

THIS CONTEST IS INTENDED FOR ENTRY IN THE 50 UNITED STATES AND D.C. ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

1. **ELIGIBILITY:** OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA (“D.C.”), 18 YEARS OF AGE OR OLDER AS OF DATE OF ENTRY. Employees, officers and directors of S.C. Johnson & Son, Inc. and TerraCycle, Inc. (“Sponsors”), their respective parents, subsidiaries, and affiliated companies, advertising, promotion, or production agencies, web masters/suppliers (and their IRS dependents, immediate family members [spouse, parents, children, siblings] and individuals residing in their same household, whether or not related) are not eligible to participate. By participating, entrants (and entrant’s parent/legal guardian if entrant is a minor) agree to these Official Rules, the decisions of the judges regarding Entry judging, and the decisions of the Sponsor and/or its independent judging agency which are final and binding in all respects. Void where prohibited.

2. **PROMOTIONAL PERIOD:** The Contest begins on October 24, 2010 at 12:00:00 a.m. (“Midnight”) Central Time (“CT”) and ends December 15, 2010 at 11:59:59 p.m. EST (the “Promotional Period”). Voting will begin on January 5th at 12:00:00 am (“Midnight”) Eastern Standard Time (“EST”) and ends on January 26th, 2011 at 11:59:59 p.m. EST. The Winner will be announced on January 27, 2011.

3. **CONTEST ENTRY GUIDELINES:** The Contest asks consumers to submit an essay (“Essay”) about a “Make a Difference Mom” describing a Mom, who recycles, plants trees or otherwise goes above and beyond to help the environment. Essay must be no more than 200 words in length and written in the English language. Entrants are encouraged to be creative. Limit of one (1) Entry per person/email address.

4. **TO ENTER:** Visit www.TerraCycle.net and follow the online instructions to submit your Entries. All Entries must be received by Sponsors by December 15, 2010 at 11:59:59 p.m. EST. Entries that do not comply with the entry guidelines will be ineligible. Each Entry (a) must be the 100% original creation of the submitting entrant, (b) must be unpublished and cannot have been submitted or used for any other commercial or public purpose, (c) must not use any property or rights belonging to a third party or otherwise infringe upon or violate any rights of any third party, including but not limited to, intellectual property rights such as but not limited to patents, copyrights, trade name/trademark/logo, and/or rights of privacy or publicity or portrayal in a false light or any other rights of any person or entity; and by submitting an Entry, each entrant (and the entrant’s parent/legal guardian if entrant is a minor) warrants and represents that his/her Entry fully and completely conforms to the stated requirements. Any such entrant will indemnify and hold harmless Sponsor and Releasees (defined below) from any claims to the contrary. Any Entry which is deemed to be inappropriate for publication, obscene or vulgar (all as solely determined by Sponsors), will be deemed ineligible. No other form of participation other than as stated in these Official Rules is valid. Further, by submitting an Entry, entrant (and the entrant’s parent/legal guardian if entrant is a minor) grants permission for Sponsor to post, and otherwise make use of, the Entry in publication and/or on the World Wide Web and other promotional and marketing materials as is consistent with these Official Rules (as solely determined by Sponsors) and Sponsors’ Internet Terms of Use, and warrants and represents that he/she has properly secured, and has all right to grant such permission. Sponsor suggests that entrant keep a copy of their Entry. All Entries become the sole property of the Sponsors, and will not be acknowledged or returned.

5. **JUDGING PANEL:** On or about December 15, 2010, all eligible Entries received will be judged by representatives of the Sponsors, whose decisions are final and binding in all matters relating to the judging of this Contest. Entries will be judged on the following criteria: (i) 50% most compelling Essay as to why Mom has a positive impact on the environment; and (ii) 50% creativity of the presentation. The four (4) Entries with the highest cumulative point total for all criteria, awarded by the judges will be determined to be the Finalists and potential Grand Prize Winners. Finalists will be determined from all eligible Entries received and notified by email, phone and/or express mail on/about February 1, 2011. Sponsors are not responsible for any change of email address, mailing address and/or telephone number of entrants.

6. **PUBLIC VOTING:** The Finalists’ Entries will be posted on TerraCycle’s application on Facebook for review by the public, where the public will be invited to vote based on the Public Voting Criteria (as hereinafter defined). Between 12:00:00 am (Midnight) CT on January 5, 2010 and 11:59:59 PM CT on January 26, 2010 (“Public Voting Period”), Grand Prize winner will be selected by the public based on the following equally-weighted judging criteria (“Public Voting Criteria”): (i) 50% most compelling Essay as to why Mom has a positive impact on the environment (ii) a \$1000 donation in the grand Prize Winner’s name to a “green” charity of the Grand Prize Winner’s choice. To vote for a Finalist Entry, voters will be able to vote for the best Finalist on TerraCycle’s Facebook page, based on the Public Voting Criteria. Upon review by the Sponsors, the Finalist Entry with the highest number of votes will be deemed Grand Prize Winner. In the event of a tie, Sponsors will re-judge the Finalists based on the Public Voting Criteria. At the end of the Public Voting Period, only valid votes received by Sponsor will be counted and recorded. Limit one (1) vote per person/computer throughout Public Voting Period. Finalists are not permitted to vote. The use of robotic or automatic devices for voting is prohibited and Sponsors reserve the right to nullify any and all such votes and to disqualify from voting the responsible individual.

Sponsors reserve the right to review and approve all potential winners to ensure they are in compliance with S.C. Johnson & Son and TerraCycle policies, including these Official Rules and the content guidelines included therein.

7. **PRIZE:** One (1) Grand Prize: The Grand Prize Winner will receive (i) \$1,500 awarded in the form of a wire transfer or check, payable to the Grand Prize Winner; and (ii) a “video camera” to document the difference that the Grand Prize Winner makes up to one minute in length; Approximate Retail Value (ARV): \$200. Three (3) Runner-Up Prizes (3 Runner-Up Winners total): Each Runner Up will receive TerraCycle and Ziploc prize packs, which will include a selection of great Ziploc and TerraCycle products, including Ziploc Brand Freezer, Storage, Sandwich and Snack bags (7 total), Ziploc Brand Twist n’ Loc containers (2), Ziploc Brand small and medium containers (4) and Ziploc Brand Big Bags (1). ARV: \$125.00 each. If the winner cannot accept prize as stated, prize may be forfeited in its entirety. If a winner is a minor in his/her jurisdiction of residence, prize may be awarded in the name of, or to, winner’s parent/legal guardian who must execute all documents and agree to all obligations and undertakings of winner, both on behalf of himself/herself and winner, or prize may

be forfeited. No substitution or transfer of prize, but Sponsor reserves right to substitute prize with prize of equal or greater value if advertised prize becomes unavailable. All unspecified expenses are the responsibility of winners. Limit one (1) prize per person/email address/ household. Total ARV of all prizes: \$2,200.00. Any and all federal, state and local taxes are the sole responsibility of the winners.

8. GENERAL CONDITIONS: Entrants (and entrant's parent/legal guardian, if participant is a minor) agree (a) that Sponsors, Facebook, Inc. and their respective parents, subsidiaries and affiliated companies and advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (individually and collectively "Releasees") will have no liability whatsoever for, and are released and shall be held harmless by participants (and participants' parent/legal guardian if participant is a minor) against, any liability, for any injuries, losses or damages of any kind, to person(s), including death, or property, or violation of intellectual property or personal rights (such as but not limited to, copyright, trade name/trademark, and/or rights of privacy or publicity or portrayal in a false light) resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest or related activity and the use of the Entry submitted, and (b) entrants (and entrants' parents/legal guardians if entrants are minors), by entering, except where legally prohibited, grant permission for Sponsor (and agree to confirm such agreement in writing), and those acting pursuant to its authority to use, publish, exploit the Entry and the elements embodied therein as more fully set forth in the section below titled "Grant of Rights by Participants", and winners further grant ownership of the Entry and the elements embodied therein as more fully set forth in the section below titled "Assignment of Rights by Winners". Any waiver or non-use of any rights hereunder by Sponsor does not constitute a general waiver of any other Sponsor rights. By submitting an Entry, entrant (and entrant's parent/legal guardian, if entrant is a minor) agrees that entrant's submission is gratuitous and made without restriction, and will not place Sponsor under any obligation, that Sponsors are free to disclose or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use, exploit and assign the ideas without any additional compensation or notice to, or approval from, participant, his/her parent or legal guardian or any third party. Entrant (and entrant's parent/legal guardian, if entrant is a minor) acknowledges that, by acceptance of entrant's Entry, Sponsors do not waive any rights to use, assign or otherwise exploit similar or related ideas previously developed or known to Sponsors, or developed by its employees, contractors and agents, its affiliates and their employees, contractors and agents, or obtained from sources other than entrant and entrant (and his/her parent or legal guardian) agrees that he/she shall not have or make any claim against Releasees resulting from such use, assignment or other exploitation. Potential winners (and winners' parents/legal guardians if winners are minors) will be required to complete, sign and return an Affidavit of Eligibility, a Liability Release, and where lawful a Publicity Release within seven (7) days of prize notification. If Affidavit/Release is not received by the date stated on the notification, or if any potential winner is found to be ineligible or not in compliance with these Official Rules, or if any of the prize notifications or prizes are returned as undeliverable, the prize in its entirety may be forfeited.

Grant of Rights by Entrants: By submitting an Entry, entrant (and entrant's parent/legal guardian, if entrant is a minor) grants Sponsor a perpetual, worldwide, irrevocable, assignable, sublicensable, royalty-free and fully paid-up license to the Entry and Sponsors and their designees may exploit, edit, modify, post, use and distribute the Entry and all elements of such Entry in any and all media now known or hereafter devised, without limitation and without compensation, permission or notification to any entrant, his/her parent or legal guardian or any third party. Finalists to allow the use likeness/photograph/biography and/or a quote in press materials and on any of the sponsor's websites, digital properties or other media, as deemed necessary by sponsors.

Assignment of Rights by Winners: By accepting a prize, any and all results and proceeds of all services furnished by winners hereunder (including, without limitation, the Entry and any other work based on or derived therefrom), and all other materials of every kind whatsoever created by winner at any time if relating to the Contest (collectively, "Work"), are a "work made for hire" (as that term is used in the United States Copyright Act) for each Sponsor. Each Sponsor is the "author" of the Work for all purposes, including without limitation the copyright laws of the United States, and each Sponsor is the owner, in perpetuity and throughout the universe, of all right, title and interest in and to the Work, including without limitation all copyrights in and to the Work (and all renewals and extensions thereof now or hereafter provided by law) and all the rights therein and thereto, including all "moral rights of authors" and "droit moral" rights and any similar or analogous rights under the applicable laws of any country of the world. Winners (and winners' parents or legal guardians if winners are minors) also waive all "moral rights of authors" and "droit moral" rights (and any similar or analogous rights under the applicable laws of any country of the world). Without limiting the binding effect of any of the foregoing provisions, in the event that any of the Work is not deemed to be a "work made for hire" for Sponsor, winners (and winners' parents or legal guardians if winners are minors) shall irrevocably and exclusively grant and assign to Sponsor (or, if any applicable law prohibits or restricts such assignment, winner (and winners' parents or legal guardians if winners are minors) shall grant to Sponsor an irrevocable, perpetual, royalty-free, transferable license of) all right, title, interest and ownership in and to such Work, including, without limitation, all rights of every kind and nature (whether now known or hereafter devised, including all copyrights, neighboring rights, trademarks, patents and any and all other ownership and exploitation rights in the Work therein and thereto and all renewals and extensions thereof), throughout the universe, in perpetuity, for all purposes, in any and all media, whether now known or hereafter devised.

Sponsors' rights in and to the Work shall include, without limitation, the right to exploit the Work (or not) by any and all means now known or hereafter devised throughout the universe in perpetuity, including, without limitation, the right to alter, modify, edit, adapt, composite, morph, scan, duplicate, merchandise, use and cut the Work). Sponsors shall be free to exploit, license, sell and/or assign any or all of its rights in the Work at any time and from time to time, in whole or in part, to any person or entity, without permission from, or notice or compensation to, winners, their parents or legal guardians or any third party. In furtherance of and without limiting the foregoing, all revenues derived by Sponsors or their designees from the use, exhibition, publication, distribution, merchandising, transmission, licensing, display, selling or other exploitation of the Work shall be the sole and exclusive property of Sponsor and winner, his or her parents, heirs, successors and assigns shall have no interest in or to any such revenues.

At the request of Sponsors, winners (and winners' parents or legal guardians if winners are minors) shall execute and deliver to Sponsors such assignments or other instruments as Sponsors may deem reasonably necessary to establish, protect, enforce and/or defend any or all of Sponsors' rights in the Work. If a winner (or winner's parent or legal guardian if winner is a minor) fails to so execute and deliver any such instrument within five (5) days of the date of such notice, Sponsor shall have the right to do so in winner's name, place and stead, and Sponsors are hereby irrevocably appointed as winner's attorney-in-fact for such purposes, which power is coupled with an interest.

Use of Sponsor s' Marks in Entry: Entrant (and entrant's parent/legal guardian, if entrant is a minor) may not use any trade names, trademarks, logos, service marks, symbols and/or other materials of Sponsor and/or its affiliates or any other materials provided to entrant as part of the Contest (collectively, the "Sponsor Marks") for any purpose other than solely in connection with entrant's Entry. All Sponsor Marks shall only be used in the exact form, style and type then prescribed by Sponsors. The Sponsor Marks and any derivatives thereof provided or created pursuant to this Contest are and shall remain the exclusive property of Sponsor. Entrant shall neither (directly or indirectly) obtain, nor attempt to obtain, at any time any right, title or interest in or to the Sponsor Marks, and entrant (and entrant's parent/legal guardian, if entrant is a minor) hereby expressly waives any right which entrant may have to do so. Entrant (and entrant's parent/legal guardian, if entrant is a minor) recognizes Sponsors' exclusive ownership of the Sponsor Marks and any derivatives thereof created pursuant to this Contest.

PRIVACY: Sponsors will be collecting personal data about entrants online, in accordance with their respective privacy policies. Please review the Sponsors' respective privacy policies at www.terracycle.net and www.scjbrands.com/privacy. By participating in the Contest, entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and accepted Sponsors' privacy policies.

9. LIABILITY LIMITATIONS: Releasees are not responsible for lost, late, misdirected, incomplete, or non-delivered Entries or e-mail; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of Entry or other information or the failure to capture, or loss of, any such information. Persons who tamper with or abuse any aspect of this Contest or otherwise attempt to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives, as solely determined by the Sponsors, will be disqualified. Any use of robotic, automatic, macro, programmed or like entry methods will void all such Entries by such methods, and disqualify any entrant using such methods. Neither Sponsor nor its agencies are responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Website. Should any portion of the Contest be, in Sponsors' sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole opinion of the Sponsors, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsors reserve the right at its sole discretion to suspend, modify or terminate the Contest, and select the winner from Entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsors. Neither Sponsors nor their agencies are responsible for any incorrect or inaccurate information, whether caused by Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest, and assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction, or unauthorized use of this Website. In case of dispute, the authorized subscriber of the e-mail account used to enter the promotion at the actual time of entry will be deemed to be the entrant, and must comply with these Official Rules. The authorized account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet Access Provider, on-line service provider, or other organization which is responsible for assigning e-mail addresses. **IN NO EVENT WILL RELEASEES 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 WEBSITE OR DOWNLOADING FROM AND/OR PRINTED MATERIAL DOWNLOADED FROM SAID WEBSITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS WEBSITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.** By entering, entrants agree that 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 State of Wisconsin, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in Racine County, Wisconsin.

10. WINNERS LIST: For the names of the winners, send a self-addressed, stamped envelope to: "Make a Difference Mom Contest" Winners List, TerraCycle, Inc. 21 New York Avenue, Trenton, NJ, 08638 for receipt by February 15, 2011.

11. SPONSORS: S. C. Johnson & Son, Inc., 1525 Howe St., Racine, WI 53403 and TerraCycle, Inc., 121 New York Avenue, Trenton, NJ 08638.

The Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook.