

COCA-COLA RECYCLE FOR A CHANCE TO WIN FAN OF THE WEEK
OFFICIAL RULES
NO PURCHASE NECESSARY

1. **ELIGIBILITY:** The Coca-Cola Recycle for a Chance to Win Fan of the Week (“Promotion”) is open only to residents of the 50 US and DC, 18 years of age or older (19 for AL and NE residents) at the time of participation. Employees of The Coca-Cola Company and its “Promotional Participants” (i.e., Coca-Cola Bottlers, Harris Teeter and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion, and each of their immediate family members (spouse, parents, siblings, and children) and/or those living in the same household of each person are not eligible to win a prize. Void where prohibited by law.
2. **HOW IT WORKS:** At each University of North Carolina (UNC) home football game (9/07/13, 9/28/13, 10/17/13, 10/26/13, 11/09/13, 11/23/13, 11/30/13) fans who are participating in pre-game tailgating festivities have the opportunity to receive a free Coca-Cola Recycle Bag (while supplies last) from a member of the University Sustainability Patrol. Fans are encouraged to use the bag to place items that can be recycled (i.e. cans, bottles). The University Sustainability Patrol will be in attendance at all UNC home football games and will randomly select one (1) fan per game that is properly using the Coca-Cola Recycle Bag for recycling. Each of the randomly selected fans who are using the Coca-Cola Recycle Bag will win a \$100 Harris Teeter Gift Card, subject to verification of eligibility. A valid photo ID will be required to receive prize. Verified Prize winners will receive their prize onsite by the University Sustainability Patrol. Limit one (1) prize per person. The odds of winning depend on the number of eligible fans participating in the Promotion.
3. **(7) PRIZES (1 per game):** one (1) \$100 Harris Teeter Gift Card. Gift Cards are not exchangeable or redeemable for cash and are subject to all terms and conditions of use as established by issuer. Sponsor is not responsible for lost or stolen gift cards. Sponsor reserves the right to substitute prize to one of equal or greater value. Prizes consist of only the item specifically listed as the prize.
4. **GENERAL RULES:** No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. By participating in the Promotion, participants agree to release and hold harmless, The Coca-Cola Company, Coca-Cola Bottlers, Harris Teeter, University of North Carolina, Facebook, Inc., Twitter, Inc. and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the “Released Parties”) from and against any claim or cause of action arising out of participation or attempt to participate in the Promotion or receipt or use of any prize. Winners release and agree to indemnify and hold the Sponsor and the Released Parties harmless against any and all claims and liability out of acceptance, possession, use or misuses of prize, or participation in this Promotion. Acceptance of prize constitutes permission to the Sponsor and their Promotional Participants to use winners’ names and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. Sponsor and their Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Promotion. By participating in this promotion, participants agree to be bound by the Official Rules and the decisions of the judges.
5. **WINNERS LIST:** For the names of winners, available after 1/05/14, send a self-addressed, stamped (#10) envelope to: Coca-Cola Recycle for a Chance to Win Fan of the Week Winners List, Natalia Posthill, 111 Airport Drive, Campus Box 1805, Chapel Hill, NC 27599, to be received by 12/05/13.
6. **SPONSOR:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc. or Twitter, Inc.

Abbreviated Rules (POS, Email Blasts)

NO PURCHASE NECESSARY. Open only to the 50 US and DC, 18 years of age or older (19 for AL & NE residents) at the time of participation. Void where prohibited by law. Promotions held at each UNC home football game (9/07/13, 9/28/13, 10/17/13, 10/26/13, 11/09/13, 11/23/13, 11/30/13) in the pre-game tailgate area. Subject to full Official Rules available at Sponsor: The Coca-Cola Company, Atlanta, GA.

All Facebook Posts (that mention the Sweepstakes): Must include "Subject to [<http://www.wastereduction.unc.edu/Portals/Recycling/UNC%20Recycle%20Fan%20of%20the%20Week%20Rules.pdf> or bit.ly] to the Official Rules" or link to the Facebook Tab/Page (which includes abbreviated rules that include a link to the Official rules).

Twitter (all Tweets that mention the Sweepstakes): Must include "Subject to [<http://www.wastereduction.unc.edu/Portals/Recycling/UNC%20Recycle%20Fan%20of%20the%20Week%20Rules.pdf> or bit.ly] to the Official Rules".