



**KIA AutoSport of Pensacola and
Northwest Florida Blood Services**
Presents the
2011 Drive for Life
Donate 2 Times

OFFICIAL RULES

1. **NO PURCHASE, MONETARY OR BLOOD DONATION NECESSARY TO PARTICIPATE. IT IS REQUESTED, NOT REQUIRED, ONLY ONE ENTRY PER PERSON FOR A MINIMUM OF TWO BLOOD DONATIONS; OR ATTEMPTS TO DONATE AT ANY OF OUR BLOOD CENTER SITES OR BLOOD MOBILES. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

2. **Eligibility.** Subject to the additional restrictions below, the “*Drive for Life*” (the “Event”) is open to U.S. residents (excluding Puerto Rico), 16 years and older (**with parental consent if under 18**) at the time of entry. Employees of the Northwest Florida Blood Services (“Sponsor”), KIA AutoSport of Pensacola and affiliated dealerships (KIA) and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term “immediate family members” includes spouses, parents, grandparents, siblings, children, and grandchildren.

3. **How to Enter.** The Event will begin at 10:00 a.m. (C.S.T.) on June 1, 2011 and end at close of business (C.S.T.) on December 31, 2011 (the “Event Period”). Participants upon registration to donate blood are automatically entered to win at any of the Northwest Florida Blood Services centers or bloodmobile drives located in Pensacola, Ft Walton or Panama City. Participants who do not donate blood or are deferred may complete an official entry form available at any of the centers, on the bloodmobiles or special events during the designated promotion period June 1, 2011 through December 31, 2011.

Sponsor will not be responsible for incomplete, lost, late, misdirected or illegible entries. Any questions regarding the number of entries submitted shall be determined by Sponsor at its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with, or abusing, any aspect of the Event. All entries become property of Sponsor and none will be returned.

4. **Winner Selection.** One (1) Grand Prize KIA Winner and one (1) First Place Prize Winner and One (1) Second Place Prize Winner will be selected on Friday, **January 6, 2012** in a random drawing from among those **eligible finalists**. On December 31, 2011 all eligible entries will be collected and the names of sixty (60) finalists will be drawn. Finalists will be contacted and notified that they are finalists in the 2011 Drive for Life Event. Their names will also be listed on the Northwest Florida Blood Services website. One (1) name will be randomly selected as the KIA Grand Prize Winner from the 60 eligible finalists. One (1) name will be randomly selected from the remaining eligible finalist names as First Place Prize winner and awarded a \$250 Gas Card. One (1) name will be randomly selected from the remaining eligible finalist names as Second Place Prize winner and awarded a \$150.00 Gas Card.
5. **Prizes and Odds.** One (1) Grand Prize Winner will receive a 2011 KIA SOUL vehicle valued at approximately **\$16,450.00** from KIA AutoSport of Pensacola dealership. The Grand Prize has no cash value and may not be redeemed for cash. Vehicle color may vary. Winner is responsible for tax, tag, title and any other fees associated with taking possession of the vehicle. Vehicles displayed in the showrooms of KIA AutoSport of Pensacola affiliated dealerships, Northwest Florida Blood Services Donor Facilities, or in any other advertising or promotional materials, or venues, are for display purposes only and are not representative of any specific Grand Prize vehicle. The first place prize winner will receive a Gas Card valued at \$250.00. The second place prize winner will receive a Gas Card valued at \$150.00. Odds of winning are dependent on the total number of eligible entries received. at special promotion blood drives, a determined number of \$10.00 gift cards will be awarded to blood donors.
6. **Winner Notification and Acceptance.** The 60 finalists will be notified by telephone on January 3 – 5, 2012. You do not have to be present to win. We invite all 60 finalists to attend the final selection on Friday, January 6, 2012 at time and location to be determined. If selected winner cannot be contacted within a reasonable period of time, we reserve the right to select an alternate winner.

Winners may waive their right to receive prizes. All prizes are non-assignable, non-transferable and have no cash value. No prize substitutions will be allowed. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes and winners of Grand Prize, First Place Prize and Second Place Prize will be subject to any income tax liability in connection with the receipt of such prizes. Winners may be required to complete an affidavit of eligibility, and a liability and publicity release upon receipt of a prize. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. "Prizes won by minors will be awarded to parent or legal guardian who must sign any affidavit or release required by Sponsor." Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation on the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor. Winner must show proof of insurance and proof of application for tag and registration and a valid driver's license.

7. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor which shall be final in all respects. **Participants are eligible to be entered to win the KIA** and prize awards by registering at any NFBS Blood Mobile or Donor Center two (2) times between June 1, 2011 and December 31, 2011 (Drive for Life 2011 eligibility period). No purchase, contribution or donation of blood is necessary.

It is requested, but not required, that a participant make the following blood donations between the two registration times June 1, 2011 and December 31, 2011; two(2) whole blood donations, two(2) platelet donations, a combination of one (1) whole blood and one (1) platelet donation or one (1) double red cell donation (ALYX donation).

After the second donation or combination as listed in the above paragraph, the participant's name will automatically be entered into the drawing for the Kia Grand Winner, first place prize of \$250 gas card, second place prize of \$150 gas card.

Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Event as solely determined by Sponsor. In the event the Event is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Event, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Event. Should the Event be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.

8. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
9. **Sponsor.** The **2011 Drive for Life** is sponsored by Northwest Florida Blood Services. The decisions of Sponsor and Event judges regarding the selection of winners, the interpretation of these Official Rules and all other aspects of the Event shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Event. If you have any questions regarding this Special Blood Drive Event, please contact the **Northwest Florida Blood Services, 1999 East Nine Mile Road, Pensacola Fl 32514 – Phone - 850.473.3853.**
10. **KIA Autosport of Pensacola.** KIA AutoSport of Pensacola shall be responsible only to fulfill its obligation of providing one (1) Grand Prize and shall not be responsible, or held liable, for anything else in connection with the 2011 Drive for Life Event.