

Big Fat Smile Photo a Day Challenge

Instagram Competition Terms and Conditions

1. How to enter

This is an online photo competition presented by Big fat Smile; using the Instagram mobile application. Entry into the competition is free.

Follow these simple steps to enter the *Big Fat Smile Photo a Day* Instagram competition:

Step 1: Download the Instagram application (free on the Apple and Android app store)

Step 2: Follow @Big_Fat_Smile

Step 3: Hash tag the image #bigfatsmile, and tag your pic with the daily theme and @Big_Fat_Smile

Prize details

Weekly winners will receive a \$50 Coles/Myer or Itunes gift card.

The overall Photo Challenge winner will win an iPad mini.

Competition details

The competition opens 1st June 2013 and concludes 30th June 2013.

For each day of the month, participants must submit a photo to reflect the word of the day to #bigfatsmile #(challenge name – eg #fun).

Each day a photo will be selected and placed into the weekly prize draw. The public will decide on the major winner through the Big Fat Facebook page.

Who can enter?

The competition is open to all Big Fat Smile employees, Big Fat Smile Families, friends and associates of Big Fat Smile.

Children are encouraged to participate but they must enter via their carer/parent's instagram account and parents/carers must supervise all children's entries.

Rules of entry

Participants must create a personal Instagram account or use their current account.

Participants must follow @Big_Fat_Smile and be listed as 'liking' the official Big Fat Smile Facebook page to qualify.

Only entries submitted via the Instagram application and which are appropriately hash tagged are accepted.

All entries must be appropriate for viewing by all ages.

By submitting your images to the competition, in respect of each image, you confirm that it was a) taken by you - it is your own original work; b) If you send in images of other individuals (adults or children) you need the permission of that individual or parent of the child.

How it is Judged:

Each day the favourite photo will be reposted on Instagram *@Big_Fat_Smile* and the Big Fat Smile Facebook page. Daily photos will be combined over each week and a winner will be selected.

Judges will award points for creative thinking, unique perspectives and photographic brilliance.

Finalists will be posted to Instagram and Facebook and judged by the public so that the image with the most 'likes' wins the major prize.

Additional Rules, Terms and Conditions of entry:

Big Fat Smile reserves the right to verify the validity of entries and to disqualify any entrant who tampers with the entry process or who submits an entry that is not in accordance with these Conditions of Entry.

Multiple entries per person are permitted.

No responsibility accepted for late, lost or misdirected entries.

Entrants guarantee on submission that the contents of the entry will not be obscene or defamatory.

By entering, the entrant or entrants agree that Big Fat Smile may use entry materials for any promotional purposes.

A challenge winner will be selected by a panel of judges, who will score all entered photos set out by the selection criteria on relevance of the submitted photo, creative thinking, unique perspectives and photographic brilliance.

The draw will be conducted at Big Fat Smile Corrimal on a daily basis over the competition period. Each day winners will be chosen from the total entries received to go into the draw to win the 'weekly prize'.

Winners will be notified via the Big Fat Smile Facebook or Instagram page (where they will be asked to email info@bigfatasmile.com.au to claim their prize and supply a current address to receive their prize). Judges' decision is final and no correspondence will be entered into.

Big Fat Smile reserves the right to withdraw the competition at any time if circumstances make this necessary.

Big Fat Smile shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for personal injury which is suffered or sustained, as a result of participating in this promotion.

Participation in this competition assumes the acceptance of the Instagram Terms and Conditions, found here: <http://instagram.com/legal/terms/>

By entering the competition, entrants agree to be bound by these Terms & Conditions. Big Fat Smile reserve the right to modify the content of these Terms & Conditions with retroactive effect should modification be required to ensure the good execution of the competition.