

## **Pope in the Holyland Photo Contest**

Pope Francis is visiting Israel from May 25-26, 2014. His first religious pilgrimage to the Holy Land as pope! Help us capture the historical moment by taking photos of the Holy Land while he is there, upload them to Instagram and be one of the lucky ones to win a gift set of Dead Sea products!

The Israel Ministry of Tourism (hereinafter IMOT) is asking people to upload their photo capturing the spirit of the Pope's visit to Israel. The photo should be uploaded onto Instagram, using the designated Hashtag: *#popeinthehollyland*. The top thirty (30) photos that receive the most views and likes (both on Instagram and Facebook) will win a gift set of Dead Sea products delivered to their home address. See rules and restrictions for more details.

### **Rules and restrictions:**

#### **Winners**

The winning photos will be the top thirty (30) pictures with the most likes on Instagram and Facebook. The likes are those received on both Instagram and on the "Holy Land Pilgrimage" Facebook page.

The winner will be notified about his/her winning the contest through the "Holy Land Pilgrimage" Facebook account.

#### **Prize**

A gift set of Dead Sea Products delivered to his or her home address. Estimated retail value of 40USD.

#### **To enter**

While touring Israel during the pope's visit, take a photo and upload it to Instagram with the hashtag: *#popeinthehollyland*. Do this during the period of the contest May 25-29, 2014 ☑ You will need an Instagram account in order to do this. To learn how to create an Instagram account, you can go to their Help page.

Once the photo is added to the Instagram and properly tagged, the photo has officially entered the contest.

#### **Schedule**

Official Contest Start Date: May 25, 2014

Official Contest end Date: May 29, 2014

### Eligibility

Must be 18 years of age or older.

### Picture Content and Elements

Photo **must** include the following hashtag: *#popeintheholylnd*. Photo **must** demonstrate the following theme: *Moments that capture and define the uniqueness of the Holy Land and/or its people during the Pope's pilgrimage.*

### Official Rules

The photo must not contain brand names or trademarks, or use content that someone else owns the copyright to or pictures made by other users, without necessary authorizations.

The photo may not contain any endorsement, solicitation, commercial, or similar content advocating commercial products.

The photo must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or license infringement.

The photo must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous.

The photo must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.

The photo must comply with Instagram requirements.

By entering the contest, you grant the IMOT a perpetual, royalty-free license to use your photo, in any media, for standard IMOT use and other non-commercial purposes. You grant The IMOT permission to edit, modify, format, or adapt your picture for IMOT's purposes at IMOT's sole discretion.

IMOT will reserves the right to request the winner to document his/her visit to the Holy Land and grant the IMOT a perpetual, royalty-free license to use your photo, in any media, for standard IMOT use and other non-commercial purposes. You grant The IMOT permission to edit, modify, format, or adapt your photo for IMOT's purposes at IMOT's sole discretion.

Except for the Dead Sea products gift set awarded to the winners of the photo contest, no other compensation in any manner will be paid to any entrant of the photo contest for the submission

to IMOT or IMOT's future use of the video in any manner. If you want to remove your photo from the competition, you may do so by requesting IMOT delete your photo from its competition prior to the announcement of the winner. There is a maximum of three (3) photos a candidate may submit. Prizes are limited to one (1) per person.

#### Disclaimer

The contest will not take place, unless there are at least fifty (50) individual participants, not including the up to three (3) photos that each individual can send.

The winning photos must have at least 50 "Likes."

By submitting the photo, the participant agrees to make said photo at his or her own time and expense. The participant acknowledges that he or she owns all rights to all materials in the taking of the photo. Should the participant choose to withdraw or should the IMOT decide to cancel the contest for unforeseen circumstances, the IMOT does not reimburse or recompense the personal time and expense of any participant.

Date of shipping of the Dead Sea products gift set will be determined at a later date soon after upon completion of the contest. The IMOT is not responsible for any future lost, late, failed or incomplete delivery attempts. Delivery will be done with the information provided by the candidate to the IMOT. If any winner cannot be located or fails to return attempts to contact him or her within the first month of the date of completion of the contest, such winner will be deemed to have forfeited his or her prize.

Each winner must provide all information requested to be eligible to win.

The IMOT reserves the right to cancel the contest at any given moment should unforeseen circumstances that the IMOT deems important occur.