

Way to Go presents

BIKE

TO

WORK DAY  
JUNE 27

**Bike to Work Day – Referral Campaign**  
**May 1, 2018 – June 27, 2018**

Way to Go, a program of the Denver Regional Council of Governments (DRCOG), will operate the Bike to Work Day Referral Campaign Promotion from May 1 – June 27, 2018 at 11:59 p.m. MDT. The referral campaign prizes will be a three-speed commuter bike, provided by Ofo Bikes. To be eligible to win the prize, users must register for the 2018 Bike to Work Day event at [BikeToWorkDay.us](http://BikeToWorkDay.us) and refer at least one registrant. All users who refer at least one registrant will be entered to win the bike. Comments posted by users on the Way to Go Facebook page or the Bike to Work Day event page will not be eligible. The prize winner will be selected at random based on eligibility guidelines.

**Sweepstakes Rules and Regulations**

1. No purchase is necessary to enter.
2. Users must register and refer at least one person with their unique referral link to be eligible to win the bike.
4. Entries will only be accepted during the sweepstakes period: May 1, 2018 – June 27, 2018 at 11:59 p.m.
5. Prizes cannot be substituted for their fair market cash value. If winners decline their prize, no other prize will be offered.
6. Grand prize winner will be randomly selected and notified by a Way to Go employee within 15 business days after the end of the sweepstakes. Winners will be contacted via email and their names will be posted on [BikeToWorkDay.us](http://BikeToWorkDay.us) as well as other corresponding social media sites.
7. In the event a prize is refused or is unclaimed for one week, a new name will be selected and the winner contacted. The process will be repeated until the prize is accepted.
8. Prize winner is solely responsible for tax payments related to any prize won and bare the sole risk of and liability for the tax effects of any prize won.
9. One winner per household. Automated or scripted sweepstakes entries will be disqualified and restricted access to [BikeToWorkDay.us](http://BikeToWorkDay.us) and [WayToGo.org](http://WayToGo.org) may be invoked.
10. The odds will be determined by the number of entries and referral registrations.
11. Employees of DRCOG, COHN Marketing Inc., TMAs and their families are ineligible.



12. Sweepstakes are void where prohibited.
13. In cases in which the sweepstakes prizes are donated,
  - a. the winner may be subject to any special requirements by the donor of the prize,
  - b. the prize is non-transferable,
  - c. the donor's employees and their immediate family are not eligible to win.
14. The winner agrees to participate in promotion of the event or gift won as a prize, including, but not limited to, the use of his or her name, photograph or likeness.
15. DRCOG assumes no responsibility for any property loss, damage, or personal injury resulting from any prize won. Entrants agree to release, discharge, and hold DRCOG, its officers, directors, employees, representatives, and agents from all liability, injuries, losses or damages of any kind to persons arising out of this sweepstakes or any prize won.
16. Results of the drawing are final—there are no substitutions or exchanges or cash redemptions allowed. The names of the winners, and a copy of these Official Rules, may be obtained from Way to Go by mailing a self-addressed stamped envelope to Denver Regional Council of Governments, Attn: Way to Go, 1290 Broadway, Suite 100, Denver, CO 80203.
17. DRCOG is not responsible for entries that are not received due to issues with the Internet.
18. The contest is open to legal residents of the United States who are Colorado residents.
19. Participants must be 16 years or older to participate.
20. By participating in the Way to Go Bike to Work Day Referral Campaign Promotion, you are providing information to DRCOG.
21. The Way to Go Bike to Work Day Referral Campaign Promotion is in no way sponsored, endorsed or administered by or associated with Facebook, Twitter or LinkedIn.
22. Submission of any third party content grants DRCOG and its agents an unlimited, worldwide perpetual license and right to publish, use, publicly perform such content, or any idea contained therein, or any portion thereof, in any way, in any and all media now known or hereinafter developed, without territorial, time or other limitation, for commercial, advertising/promotional or any other purposes, without consideration of the submitter.
23. DRCOG reserves the right to adopt additional terms or rules and change or modify these terms or rules at any time.
24. By filling out a registration form, each participant agrees to the rules of the referral campaign promotion.

### **Privacy Policy**

Home and email addresses will be used by Way to Go and DRCOG for communicating with referral program participants. Home and email addresses will not be sold to third parties. There is no fee for participating in the Way to Go Bike to Work Day Referral Campaign Promotion. Photos and videos will be taken at time of prize redemption and used for promotion in future.

