

OFFICIAL RULES: STOP FOR SERENITY GIVEAWAY
NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. ELIGIBILITY: Open to legal residents of the United States and D.C., who are 18 years of age or older or the age of majority in their jurisdictions of residence (whichever is older) as of date of entry (“Entrant”). Employees of Sponsor, its affiliates, subsidiaries, advertising and Giveaway agencies and immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not) are not eligible to participate or win the prize. Void where prohibited or restricted by law. All applicable laws and regulations apply.

2. HOW TO ENTER: During the Giveaway Period, Entrants can visit <https://www.reeds.com/stop-collection.html>, to view how to qualify to win. Attempts made by the Entrant to submit multiple Entries in excess of the above stated limitations, or is in violation of these Official Rules by using multiple/different email addresses, identities, and logins, or any other methods are prohibited and all Entries obtained by such an Entrant may be disqualified if detected. Automated Entries are prohibited and use of any automated or computer system to participate is prohibited and will result in disqualification if detected. Normal Internet access and usage charges imposed by your online service may apply. If participating via mobile device, standard phone data rates and usage charges imposed by your phone service provider may apply. All Entries shall be the property of the Sponsor and will not be returned. In the event of a dispute over the identity of an Entrant, Entry will be deemed submitted by the Authorized Account Holder of the email address associated with the Entry. “Authorized Account Holder” is defined as the person assigned to an email address by an Internet access provider, on-line service provider or other organization responsible for assigning email addresses.

3. GIVEAWAY DATES: January 3rd, 2020 through February 14th, 2020.

4. PRIZE AND APPROXIMATE RETAIL VALUE: Grand Prize: Trip for two to Asheville, North Carolina. Includes round-trip airfare, two-night stay at a resort, a resort restaurant gift card, and a choice between three spa treatments--\$3500. Ten Runners-Up: Self-care package. Includes DIY spa treatments, one-year subscription to a wellness app, and a piece from the STOP jewelry collection--\$300. Prize winner is solely responsible for all federal, country/state and local taxes/VAT, including applicable duty, associated with Prize acceptance. Actual/appraised value may differ at time of Prize award. The specifics of the Prize shall be solely determined by the Sponsor. Prize is not transferable or assignable. Prize may only be shipped to the United States and D.C. No substitution or transfer of the Prize is permitted, except that Sponsor may substitute a prize component of equal value for any reason. Prize is awarded “as is” with no warranty or guarantee, either express or implied by Sponsor.

5. RANDOM DRAWING: The Prize will be awarded in a random drawing. Drawing will be conducted by the Sponsor, at its offices in Wilmington, NC, USA. Odds of winning are dependent upon the number of eligible Entries received throughout the Giveaway Period. Prize winner will only be eligible to receive one (1) Prize during the lifetime of this Giveaway, regardless of future Entries.

6. WINNER NOTIFICATION: The potential Prize winner will be notified by email. Then the winner will be required to sign and return an Affidavit of Eligibility & Liability Release within ten (10) days of notification attempt. Noncompliance within this time period may result in disqualification and an alternate winner selected. Prize notification returned as non-deliverable will result in disqualification and the Prize will be forfeited and an alternate winner may be selected and notified as indicated above.

7. GENERAL RULES: By participating in this Giveaway, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor. By accepting the Prize, winner agrees that the Sponsor and those acting under the Sponsor's authority may use winner's name, picture/portrait, likeness, and/or hometown, for advertising and promotional purposes without further consideration, unless prohibited by law. By accepting the Prize, winner agrees that Sponsor and its subsidiaries, affiliates, advertising and Giveaway agencies, and their directors, employees, representatives and agents, will have no liability whatsoever for, and will be held harmless by winner for any liability for any injury, loss or damages of any kind to persons, and property damages sustained, due in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of the Prize or participation in this Giveaway or any Prize-related activity. The Sponsor is not responsible for any typographical or other error in the printing of the Giveaway materials or the offering or announcement of the Prize. In the event of a dispute in the Giveaway, Entries will be deemed made by the Authorized Account Holder of the email address submitted at the time of Entry. If for any reason the Giveaway is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Giveaway, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the Entry process, and to cancel, terminate, modify or suspend the Giveaway, with or without notice, and award the Prize from among all eligible Entries received prior to cancellation. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entry. Sponsor is not responsible for: (a) incorrect or inaccurate transcription of Entry information or late, mistranscribed, delayed or incomplete Entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer online systems, computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service; (d) unauthorized intervention in any part of the Entry process or this Giveaway; or (e) printing, typographical, electronic or human errors which may occur in the offer or administration of this Giveaway or the processing of Entries. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES**

FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

8. ARBITRATION: Any controversy or claim arising out of or relating to any interpretation, breach or dispute concerning any of the terms or provisions of these Official Rules, which disagreement is not settled in writing within thirty (30) days after it arises, shall be settled by arbitration in Wilmington, New Hanover County, North Carolina, in accordance with the Laws of the State of North Carolina, and under and pursuant to the rules of the American Arbitration Association (or any successor thereto), and judgment upon the award rendered in said arbitration shall be final and may be entered in any court in the State of North Carolina having jurisdiction thereof.

9. SPONSOR: The Sponsor of this Giveaway is REEDS Jewelers, Inc., P.O. Box 2229 Wilmington, NC 28402 United States.