



*Thank You for Wearing Your Mask Campaign, November 2020*

1. There is no purchase or payment necessary to enter or win this contest sponsored by the Niagara Frontier Transportation Authority, and Niagara Frontier Transit Metro System, Inc. (NFTA-Metro). Void where prohibited.
2. From November 20 through a date to be determined 2020, Metro riders, age 13 or above, will be able to enter to win 1 of 20 (digital) day passes through Token Transit. No hard copy passes will be available.
3. To be eligible, riders must be the first of 20 to submit a “masked photo” of themselves riding Metro bus or rail. Submissions must be made through Facebook, Twitter, or Instagram. Only one entry per person.
4. Entries must be posted on the above social media platforms using hashtag **#MaskUpMetro** and tagging **@nftametro**.
5. Based on the criteria above, winners will be notified through direct message on the social media platform of which they submitted their entry. They will be required to submit a cell phone number within five (5) days of the winning notification. Upon receipt of the phone number, winners will be sent a Token Transit link to activate the pass. Any person submitting an invalid phone number will forfeit their prize.
6. All “selfie” entries that are determined by NFTA-Metro officials to be fraudulent or inappropriate, will be void and the person making such an entry barred from further participation in that contest. All entries become the property of NFTA-Metro. NFTA-Metro is not liable for any unreceived entries.
7. In claiming a prize, the winners may be required to submit a copy of valid photo identification and NFTA Metro may choose to accept or deny awarding the prize based on the identification presented. The winner(s) may also be required to digitally sign an NFTA-Metro release upon receipt of their prize.
8. All prizes will be provided as indicated and are not redeemable for other prizes or cash.
9. Employees of NFTA-Metro, or their immediate families are NOT eligible to participate in the contest. The term “immediate families” includes spouses, grandparents, parents, siblings, children and grandchildren.
10. There will be NO substitutions or cash alternatives for contest prizes. Participation in the contest and the prizes awarded are non-transferable. Failure to collect the prize by the appropriate deadline date will constitute forfeiture of the prize. If forfeited, the prize may remain property of NFTA-Metro, as another winner may not be selected.
11. In claiming any associated contest prize, the winners acknowledge that NFTA-Metro and their sponsor(s) have the right to, without further authorization, publicize their name, character likeness, photograph, voice and the fact that they are a prize winner for promotional purposes without financial remuneration.
12. NFTA-Metro reserves the right to make rules and contest changes without notice at any time. NFTA-Metro also reserves the right to change the aforementioned contest dates without notice.
13. The decision of the NFTA-Metro executive management in the interpretation of these rules is final.
14. If any prize winner is found in violation of any of the above-referenced rules, they may be required to forfeit their prize. NFTA-Metro may disqualify a contestant immediately upon learning the contestant has provided any false information.
15. Winners of NFTA-Metro's promotional contest must adhere to all Metro rules and regulations while riding Metro Vehicles. A copy of the rules may be requested or found online at [nfta.com](http://nfta.com).
16. The odds of winning a prize are dependent upon validity and time of entry.