

Write-In/Video Contest: Calling all Beautiful Minds

Organized by National Center for Creative Aging, referred to herein as "Organizer," located at 4125 Albemarle St., NW, Washington, DC 20016-2105.

Sponsored by DSM Nutritional Products, LLC, referred to herein as "Sponsor," located at 6480 Dobbin Road, Columbia, MD 21045.

Eligibility:

Contest is open to all legal residents of the 50 United States and the District of Columbia, who are 55 years of age and older. Employees of Organizer and Sponsor, their immediate family members (parent, child, spouse, sibling) and persons living in the same household as such individuals (whether related or not), are not eligible to participate or win. Contest is subject to all applicable federal, state and local laws and regulations.

Entry:

No purchase necessary to enter the Contest. Enter in one of four ways:

1. Complete all required information on the online entry form located at www.beautiful-minds.com. Submit a brief essay explaining how you or the person you're nominating are doing beautiful things with your/their mind and submit a photo of yourself/nominee (minimum size 4x6). Please include how your/nominee's activities fit into one of the four dimensions of brain health, including diet and nutrition, physical health, mental health and social well-being.
2. Download and complete all required information on the online entry form located at www.beautiful-minds.com. MAIL completed form, essay and a non-returnable photo of yourself/nominee (minimum size 4x6) to Katie Fitzgerald, National Center for Creative Aging, 4125 Albemarle Street NW, Washington, DC 20016-2105.
3. Download and complete all required information on the online entry form located at www.beautiful-minds.com. FAX completed form, essay and photo of yourself/nominee (minimum size 4x6) to (202) 895-9483.
4. Complete all required information on the online entry form located at www.beautiful-minds.com. In the essay form, submit a URL to your video submission. Videos should be no longer than three (3) minutes in length.

The Contest officially opens for receipt of eligible entries at 12:00 p.m. ET on March 11, 2013. All entries must be received or postmarked by 11:59 p.m. ET on April 15, 2013. One entry per person, household and/or e-mail address. Entries in excess of this limit will be void. Use of any automated or programmed entry method or any false e-mail account or mailing address will void all entries made by that entrant. By entering the contest, entrants warrant that their submission is an original work, that it does not infringe or violate any law or the legal or equitable right of any person or entity, nor contain material that infringes or violates any personal property rights of others or constitutes defamation, invasion of privacy, an infringement of the intellectual property rights of any third person or is otherwise unlawful. Sponsor and/or Organizer reserve the right to disqualify any essay that the judges deem, in their sole discretion, to be inappropriate or obscene. Odds of winning depend on the total number and quality of valid entries received.

Prizes:

Ten (10) winners will be selected as the 2013 Beautiful Minds. Each winner will receive:

1. \$100 to be donated to the charity of their choice.
2. A prize package valuing \$500 to include a DVD of finished video, photo album of all selected Beautiful Minds, a one-year supply of life'sDHA™, select food and beverage products that contain life'sDHA.
3. Travel expenses that result from photo/video shoots. Estimated cumulative value of all prizes: \$1,500.

Winners will be selected between April 16, 2013 and May 1, 2013 by a panel of judges consisting of staff members of Organizer and Sponsor. Winning entries will be those that the judges feel most successfully showcase a person's activities or involvement that fit into one of the four dimensions of brain health, including diet and nutrition, physical health, mental health and social well-being. All decisions of the judges and staff concerning the Contest are final. Prizes may not be returned or exchanged for cash. Prizes may not be transferred or substituted except by Organizer and its Sponsor, who reserve the right to award a substitute prize of equal or greater value. Neither Organizer nor Sponsor is responsible for cancelled, delayed, suspended or rescheduled events (including airline flights) beyond their control. Winners are solely responsible for obtaining all necessary identification (e.g. valid driver's license) required prior to travel. Any portion of a prize not accepted by winner will be forfeited.

Claiming a Prize:

Winner(s) will be notified via e-mail or phone within five business days following the judging using the e-mail address or phone number they provided with their entry. Each contest winner will be contacted directly by the Organizer or Sponsor to fulfill the presentation of prize(s). All prizes must be claimed within fifteen days. To claim his/her prize, Winner must respond to the prize notification e-mail or phone call/message and may be required to provide proof of identity, address and birth date and/or execute an affidavit of eligibility, liability release and, except where prohibited by law, a publicity release. Prizes not claimed within fifteen days will be forfeited. Organizer and Sponsor will select an alternate potential winner for any unclaimed forfeited prize if a sufficient number of eligible and/or qualified entries remain. If an entrant changes his/her e-mail address or phone number after he/she enters the Contest, it is his/her sole responsibility to notify the Organizer by postal mailing notice to the Organizer address listed above to be received by the end of the Contest period. Winner is solely responsible for all costs, incidentals, and any other expenses not specifically mentioned as being included in the prize. All federal, state and local taxes are sole responsibility of Winner.

General Conditions:

All Contest entrants agree that Sponsor and Organizer may, without permission or additional compensation, publish, display and otherwise use Winner's name, likeness and submitted materials, including essay, photographs and/or video. Limitations of Liability: Organizer and/or Sponsor are not responsible for: (1) misdirected, inaccurate, incomplete, lost, late, delayed, undelivered, damaged or illegible entries, and all such entries will be void; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; or (3) unauthorized human intervention in any part of the entry process or the Contest; or (4) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. Winners and entrants also agree to release, discharge, indemnify and hold harmless Sponsor and Organizer, and the respective officers and employees of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in any part, directly or indirectly, from acceptance, possession, use or misuse of any prize offered, or participation in this Contest.

OFFICIAL RULES AND WINNERS LIST REQUESTS:

For a copy of these Official Rules or a list of the names of the winners, log onto www.beautiful-minds.com or send your written request to: National Center for Creative Aging 4125 Albemarle St., NW, Washington, DC 20016-2105.

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