

MCGRAW-HILL EDUCATION #ShowUsYourActivation  
Sweepstakes Official Rules

You must agree to these Official Rules in order to enter the sweepstakes.

1. **No Purchase Necessary:** NO PURCHASE OR PAYMENT OF ANY MONEY IS NECESSARY TO ENTER. PURCHASE WILL NOT IMPROVE THE CHANCES OF WINNING. All federal, state and/or local rules and regulations apply. Void where prohibited by law.
2. **Eligibility:** Must be at least 18 years old and a U.S resident to enter. Employees of McGraw-Hill Global Education LLC (“MHE”) and its parent and affiliate entities (collectively, “Sponsors”) and immediate family members are not eligible.
3. **Entry Period:** Submissions may be submitted between **9:00 AM (EST) Monday, August 12, 2019** through **5:00 PM (EST) Friday, October 25, 2019**. All entries must be received by **5:00 PM (EST) Friday, October 25, 2019**.
4. **To Enter:** During the Entry Period, there are three (3) ways to enter: via Twitter, Instagram or online, as detailed below. Take a photo of yourself (a selfie) and submit it during the Entry Period as follows for entry into the Sweepstakes (a “Submission”):
  - Enter by posting the photo to Instagram with the hashtag #showusyouractivation and follow @mhhighered. Entrant Instagram profile must be set to “Public” in order to be a valid entry.
  - Enter by tweeting the photo at @mhestudents or @mhhighered with the hashtag #showusyouractivation and follow @mhestudents or @mhhighered on Twitter. Entrant Twitter profile must be set to “Public” in order to be a valid entry.
  - Enter online via webform located at [bit.ly/showusyouractivation](http://bit.ly/showusyouractivation).

**Limitation:** Only one entry per person for each entry method during the applicable entry period. Any attempt by any entrant to enter by using multiple or different social media accounts, email addresses, identities, registrations and logins, or any other methods will void that entrant’s Submissions and that entrant may be disqualified, at the sole discretion of Sponsors. We reserve the right to not display content submitted in connection with the Sweepstakes at our discretion. If an entrant enters the sweepstakes on the entrant’s mobile device, the entrant’s wireless service provider may charge entrant for applicable message and data charges. Entrants should consult their wireless service provider regarding its pricing plans prior to participating via a mobile device.

5. **Prize:** There are thirty (30) total prizes available to be won: 30 \$100 gift cards for 30 submissions chosen at random.
6. **Prize Conditions:** Prize is supplied by MHE. Prize is not redeemable for cash or substitutable for any other item by winner. Sponsors reserve the right to substitute a comparable prize of like or greater value for any prize, for any reason. Winner is responsible for all applicable federal, state and local taxes and fees, plus any other incidentals.

7. Guidelines and Restrictions: By uploading your Submission, you agree that your Submission conforms to the Guidelines and Restrictions listed below and that Sponsor, in its sole discretion, may disqualify you or your Submission from the promotion if it believes that your Submission fails to conform to the Guidelines and Restrictions.

- The Submission must be the original work of the entrant.
- The Submission must comply with Twitter or Instagram's terms of use.
- The Submission must not contain images of people other than entrant (selfies are ok).
- The Submission must not contain profanity, nudity, pornographic images, violent images, anti-competition messages, illegal material, or material that violates the rights of third parties.

8. Selection of Winners: thirty (30) sweepstakes winners will be drawn at random on **Monday, October 28, 2019** at approximately **12:00 PM (EST)**. Winners will be notified by Monday, October 28, 2019 at approximately 5:00 PM (EST).

9. Odds: Odds of winning will depend upon number of eligible entries received and are equal regardless of method(s) of entry.

10. Winner Notification and Acceptance: Winners will be notified by direct message to their Twitter or Instagram profile or by email, based on applicable submission method. Winner must provide MHE with an accurate email address and mailing address so that prize can be mailed. Failure to reach winner within one week of notification may result in disqualification of winner, forfeiture of his or her interest in the prize. Failure to respond within twenty-four (24) hours of MHE's notification via email or direct message, as applicable, may result in disqualification of winner, forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Winner may be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned within ten (10) days of receipt. Failure to sign and return a requested affidavit or release within this time period, or to comply with any term or condition of these Official Rules will result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner.

11. Participation: Except where prohibited, participation in the promotion constitutes consent to the publication of entrant's name, biographical information and likeness and participating entry for any marketing, commercial or promotional purpose in any media (including social media), without further compensation or attribution, in accordance with our privacy policy. All entries become the sole property of MHE and none will be returned. Winner may be required to give MHE his/her social security number, legal name, age, current address, and phone number for tax record keeping purposes only. By participating, entrants agree to be bound by these Official Rules and the decisions of MHE. MHE reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this promotion as solely determined by MHE. In the event the promotion is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the promotion, MHE reserves the right in its sole discretion to suspend, modify or terminate the promotion in whole or in part. Should the

promotion be terminated prior to the stated expiration date, Sponsor reserves the right to award a prize based on the entries received before the termination date. Entry in the promotion and acceptance of any prize award is subject to the policy of the entrant's employer regarding participation in, and accepting prizes in, promotions. Sponsor is also not responsible for any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures, destruction or unauthorized access to, or alteration of, entries. Incomplete, non-conforming or illegible entries will be disqualified.

12. Construction: The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The decisions of Sponsors regarding the selection of winners and all other aspects of the promotion shall be final and binding in all respects. Sponsors will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the promotion.

13. Disqualification: In the event that any winner fails to claim his or her prize within two (2) weeks of notification, or fails to meet the eligibility requirements or is otherwise disqualified, the unawarded prize will be awarded to an alternate winner selected at random from remaining entries.

14. Release: By entering, participants release Sponsor, its parent and affiliated companies and subsidiaries, their respective officers, directors, employees and retailers, advertising and promotion agencies and all others associated with the development and execution of the promotion from and against any and all liability with respect to or in any way arising from the promotion and the awarding and use of any prize, including liability for personal injury and/or property damage and any claims based on publicity rights, defamation or invasion of privacy. Entrants also agree that the companies participating in the promotion are not responsible or liable for any damage to an entrant's or third party's computer and/or its contents, related to or resulting from any part of this promotion. Void where prohibited by law.

15. Privacy: MHE respects your privacy. We use your contact information to provide you with information regarding MHE's and its affiliates' products and services, to fulfill your requests, and to service your account. Your information is located in a secure database in the U.S. and access is limited to authorized persons. For further details around our privacy policy, you can visit our Privacy Center on mheducation.com at <http://www.mheducation.com/privacy>. If you wish to opt-out, review your data, or have a question around how we collect and use your information, you can contact our Chief Privacy Officer by emailing [privacy@mheducation.com](mailto:privacy@mheducation.com), or by sending your information and/or question via postal mail to 2 Penn Plaza, 20th Floor, New York, NY 10121.

16. Winner's List: For the winner list, send a self-addressed, stamped envelope, after Monday, October 28, 2019 to McGraw-Hill Education #showusyouractivation Sweepstakes, c/o Alison Frederick 501 Bell Street Dubuque, IA 52001.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram or Twitter. Entrants' information is being provided to Sponsor and not to Instagram or Twitter. Entrants agree that neither Instagram or Twitter shall have no liability in connection with this sweepstakes and Entrants hereby release Instagram and Twitter from any and all claims, damages, and liability related to the sweepstakes.