50 Voices in Nursing Leadership Sweepstakes

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Sweepstakes may only be entered in or from the fifty (50) United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the fifty (50) United States or the District of Columbia.

1. How to Enter. To enter the 2U, Inc. (“Sponsor”) 50 Voices in Nursing Leadership Sweepstakes (“Sweepstakes”), during the Sweepstakes Period (defined below), write and publish a blog post or article of no more than eight hundred (800) words on your personal blog or website that answers one (1) of the following questions (each blog post/article, a “Submission”):
   - What qualities or characteristics do you attribute to a successful leader in the nursing field in today’s ever-changing healthcare landscape?
   - How is your organization helping to empower nurses to become strong leaders?
   - If you were to give aspiring leaders in the nursing field three (3) pieces of advice on how to become an effective leader, what would they be?

Include a link to our blog campaign description - “http://onlinenursing.simmons.edu/national-nursesweek-voices-in-nursing-leadership" - so that your readers can learn more about how to share their own thoughts on leadership in nursing. Finally, to be entered into the sweepstakes, e-mail a link to your Submission to Social@onlinenursing.simmons.edu. An e-mail containing a link to an eligible Submission will constitute one (1) entry into the Sweepstakes. All entrants must have a valid e-mail address.

Limit one (1) entry per person. No automated entry devices and/or programs permitted. All entries become the sole and exclusive property of Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed Submissions are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.
2. **Start/End Dates.** Sweepstakes begins at **12:00 pm Eastern Standard Time** ("EST") on Friday, May 8, 2015 and ends at **11:59 pm EST** on Monday, August 31, 2015 (the "Sweepstakes Period"). Submissions received after Monday, August 31, 2015 at 11:59 pm will not be entered in the Sweepstakes.

3. **Requirements for and Sponsor’s Use of Submissions.** Each entrant who enters the Sweepstakes represents and warrants that (a) the Submission does not contain any harmful computer code and is not otherwise corrupted; (b) as of the date of entry, the Submission is not the subject of any actual or threatened litigation or claim; (c) the Submission does not and will not violate or infringe other people’s intellectual property (including without limitation copyright and trademark), privacy, publicity or other legal rights; (d) the Submission is not abusive, harassing, harmful to reputation, disparaging of Sponsor or its products, services or events, pornographic, immoral, offensive, sexually explicit, indecent, profane, obscene, hateful, racist, unnecessarily violent, derogatory of any ethnic, racial, gender, religious, professional or age group, encouraging of alcohol, illegal drugs, tobacco or firearms/weapons (or the use of any of the foregoing) or any activity that may appear unsafe or dangerous or otherwise objectionable and does not contain trademarks, logos or trade dress owned by others, without permission, any personal identification, such as full personal names, e-mail addresses or street addresses, copyrighted materials (including photographs, sculptures, paintings or other works of art or images published on or in websites, television, movies or other media) or trademarked materials (including trademarks, service marks, trade names, logos or trade dress) owned by others or anything not in keeping with Sponsor’s image; and (e) if an entrant is a minor, such entrant’s parent or legal guardian hereby acknowledges that they have read, are familiar with and consent to all of the terms and conditions contained in these Official Rules, and will not revoke said consent during the minority of the entrant. By providing a Submission in connection with the Sweepstakes, each entrant into the Sweepstakes hereby grants to Sponsor an irrevocable, perpetual, non-exclusive, transferable, free, worldwide license and right to reproduce, modify, publicly perform, publically display, distribute and otherwise use such Submission in all forms of media now known or hereafter developed for any lawful purpose, including without limitation advertising and publicity purposes, as well as in connection with the Sweepstakes, without further consideration, notification or permission of such entrant or any third party.

4. **Eligibility.** Participation open only to legal residents of the fifty (50) United States and the District of Columbia who (i) are licensed healthcare professionals or currently enrolled in an accredited undergraduate or graduate U.S. nursing program and (ii) are at least eighteen (18) years old as of date of entry. Void outside of the fifty (50) United States and District of Columbia and where prohibited, taxed or otherwise restricted by law. All federal, state and local laws and regulations apply. Employees, officers and directors of Sponsor and its affiliates, advertising and promotion agencies, manufacturers or distributors of sweepstakes materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter.

5. **Random Drawing/Odds.** Three (3) winners will be selected in a random drawing from all eligible Submissions received during the Sweepstakes Period on or about **Tuesday,**
September 1, 2015. Odds of winning depend on the number of eligible Submissions received for during the Sweepstakes Period. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of Sponsor, which will be final and binding in all matters relating to the Sweepstakes.

6. Prizes. Three (3) gift card prizes will be awarded, which winners can use to treat themselves (i.e., toward new scrubs, a spa day or leadership reading materials), as follows: One (1) winner will receive one (1) Two Hundred Dollar ($200) Visa gift card. One (1) winner will receive one (1) One Hundred Dollar ($100) Visa gift card. One (1) winner will receive one (1) Fifty Dollar ($50) Visa gift card. Total approximate retail value of all prizes combined (“ARV”): $350.00. Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize or for any other reason, in Sponsor’s sole discretion, Sponsor reserves the right to substitute a prize of equal or greater value. All unspecified expenses are the responsibility of winners. Delivery of prize requires a street address (no P.O. Boxes).

7. Notification. Potential winners will be notified on or about Tuesday, September 1, 2015 by e-mail, and Sponsor, in its sole discretion, may require each potential winner to sign and return, where legal, an Affidavit or Declaration of Eligibility and Liability/Publicity Release within five (5) days of prize notification. If any winner cannot be contacted within five (5) calendar days of first notification attempt, if a prize or prize notification is returned as undeliverable, if a winner rejects his/her prize or in the event of noncompliance with these Official Rules and all requirements herein, such winner’s prize will be forfeited and an alternate winner will be selected from all remaining eligible Submissions. Upon prize forfeiture, no compensation will be given.

8. Conditions. All federal, state and local taxes are the sole responsibility of each winner. Entry in the Sweepstakes constitutes each entrant’s permission for the Released Entities (defined below) to use such entrant’s name, photograph, image, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. By participating, each entrant and winner agrees to release, indemnify and hold harmless Sponsor, its affiliates, partners and promotion and advertising agencies and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the “Released Entities”) from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation property damage, personal injury and/or death which may occur in connection with, preparation for, travel to or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation, invasion of privacy, false endorsement, breach of contract and/or merchandise delivery. Sponsor is not responsible if Sweepstakes cannot take place or if the prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism or any other causes outside of Sponsor’s reasonable control. Entrants who do not comply with these Official Rules or attempt
to interfere with this Sweepstakes in any way shall be disqualified. There is no purchase or sales presentation required to participate. A purchase does not increase odds of winning.

9. **Additional Terms.** In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. “Authorized Account Holder” is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any potential winner may be requested to provide Sponsor with proof that such winner is the authorized account holder of the e-mail address associated with the winning Submission. Any other attempted form of entry is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. The Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one’s ability to enter the Sweepstakes, including any injury or damage to entrants’ or any other person’s computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor may select the winners from all eligible Submissions received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or any website. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

**CAUTION:** ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES 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.

10. **Limitation of Liability; Disclaimer of Warranties.** IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR
PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SWEEPSTAKES OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATES WITH THE SWEEPSTAKES. IN NO EVENT SHALL THE RELEASED ENTITIES’ TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED $10. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

11. **Governing Law.** THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF MARYLAND WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to Prince George’s County, Maryland. The parties agree not to raise the defense of forum non conveniens.

12. **Use of Data.** Sponsor will be collecting and using personal data about entrants online in one or more of the following ways:
   - To provide information about the Sweepstakes;
   - To provide information about Sponsor’s educational programs;
   - To process specific inquiries that entrants make of us;
   - To send promotional e-mails and other updates; and
   - for other commercial or non-commercial marketing purposes, such as to alert entrants to educational programs or services that may be of interest.

By participating in the Sweepstakes, entrants hereby agree to Sponsor’s collection and usage of their personal information. Protecting the privacy of children under the age of thirteen (13) is especially important to Sponsor. For that reason, Sponsor never collects or maintains information from entrants that Sponsor actually knows are under thirteen (13), and no part of the Sweepstakes is structured to attract anyone under the age of thirteen (13). If you are under the age of thirteen (13), please do not provide any information to Sponsor that would or could identify you personally. If you are a parent or guardian and believe that your child under the age of thirteen (13) has provided personal information through this Sweepstakes, please contact Sponsor so that Sponsor may use commercially reasonable efforts to remove that information from its systems.

13. **Request for Winners List.** To obtain a list of the winners, send a self-addressed, stamped envelope by **Monday, November 30, 2015** to: Fiona Erickson, 2U, Inc., 8201 Corporate Drive, Suite 900, Landover, Maryland 20785.
14. **Sponsor.** 2U, Inc., 8201 Corporate Drive, Suite 900, Landover, Maryland 20785.