

Eureka! Sheltering Haiti 2010 Official Campaign Rules

Thank you for your interest in the Eureka! Sheltering Haiti 2010 campaign.

Campaign Duration:

The campaign begins on April 9, 2010 and runs until the goal of 100 tents donated has been reached or until Johnson Outdoors Inc. needs to terminate the campaign for any reason.

Campaign Rules:

The campaign is designed to be very simple and costs only seconds of your time. No purchase is necessary. No cash donation is required, nor is the donation of your time tax-deductible.

There are 2 ways to participate:

1. Become a fan of our Eureka! Facebook page. For every 20 fans that join the page, Eureka! will donate one tent to the OASIS camp in Haiti.
2. Upload Eureka! videos or pictures and captions to our Eureka! Facebook page. For every 5 videos uploaded, Eureka! will donate one tent to the OASIS camp in Haiti. For every 5 captioned pictures uploaded, Eureka! will donate one tent to the OASIS camp in Haiti.

Captioned pictures should describe your most fun, exciting, or memorable Eureka! camping experience.

Videos should describe your most fun, exciting, or memorable Eureka! camping experience or demonstrate how to set up any Eureka! model tent.

Videos detailing a memorable Eureka! camping experience should be limited in 2 minutes in length maximum; videos demonstrating how to set up any Eureka! model tent should be limited to 4 minutes in length maximum.

3. You can only become a Facebook fan once, but there is no limit to the number of photos or videos you can upload. If you have multiple photos or videos to share, please do!
4. Lastly, please do not upload obscene or questionable content of any kind. This content will be removed immediately and will not count toward the campaign's goals.

Photo/Video Release

By uploading captioned photos or videos, you are permitting Johnson Outdoors Inc. and/or retail distributors, affiliates and subsidiaries (collectively "JOI") to use your photo/video, in whole or in part, for advertising and marketing purposes of JOI products. JOI will not accept photos/videos that contain material that may be offensive, obscene or inappropriate, as determined in JOI's sole and absolute discretion.

You represent and warrant that you are the sole owner of the photo/video and have the right to grant JOI the rights described above. For clarification, you are deemed the owner of the photo/video if you are the person who actually took the photo/video. If you did not take the photo/video, you do not have the right to submit the photo/video even if you appear recognizably in the photo or video. If any person, other than yourself, appears recognizably in the photo or video, by uploading the photo/video, you are representing that each person in the photo/video has consented to JOI's use of their likeness and voice, and if any person under the age of 18 appears recognizably in the photo/video, you are indicating that that person's parent or guardian has so consented.

By uploading the photo/video, you are granting JOI the right, but not the obligation, to use the photo/video in connection with advertising and marketing of JOI products, including but not limited to JOI websites, product literature, product packaging and advertising material. JOI shall have the right, but not obligation, to edit the photo/video in its sole discretion including but not limited to cropping, combining the photo/video with other media, artwork, graphics and text, color correcting and enhancing the photo/video. JOI will take reasonable efforts to credit you as the photographer/videographer of the photo/video when the photo/video is used on a JOI website or print advertisement. With respect to individuals appearing recognizably in the photo/video, by uploading the photo/video you are hereby granting to JOI the right to use their likeness pursuant to the consent you have represented you obtained from them. You further acknowledge that neither you, nor anyone depicted in the photo/video shall be entitled to any proceeds or compensation for JOI's use of the photo/video or any image or voice in the photo/video.

About the Bandanas:

Eureka! is encouraging Facebook fans to “spread the word” about this campaign by distributing “Eureka! Sheltering Haiti 2010” bandanas. Bandanas will be available, 1 per household, on a first come, first serve basis while supplies last and will ship at no charge to you within 6-8 weeks of receipt of request via the completion of the online form found on the campaign’s landing page.

It is not necessary to complete the online form or provide your personal information in order to participate in the fundraising campaign; however, all fields in the form on the landing page must be completed in order to receive a bandana. Your contact information will not be shared with either the OASIS camp or any third parties, nor will you be contacted for solicitations. You can, however, “opt in” to receive future communications from Eureka! and its parent company, Johnson Outdoors, by clicking the button in the form.

About the Beneficiary:

The beneficiary of the campaign is the Oasis Camp, an “adopt a child at a distance” program that enables Haitian children orphaned during the 2010 earthquake to be raised in their home country. There are currently about 650 orphan children in Haiti who will benefit from the OASIS camp.

The OASIS camp will be subsidized by individual sponsors who will provide financial assistance by making monthly donations for ongoing needs such as food, shelter, and education. Each child in the OASIS camp will receive an education and be provided with counselors, parent collaboration, and certified teachers throughout their school years, preparing them for a future as productive members of the Haitian society.

Johnson Outdoors is proud to support the OASIS camp via the provision of Eureka! tents as temporary shelter for the children during the camp’s current inception phase; however, OASIS’s mission is to provide more permanent housing for the children beyond this inception phase.

The Eureka! Sheltering Haiti 2010 campaign’s goal is to provide 100 multi-person tents, and Johnson Outdoors is working directly with the Oasis Camp to coordinate the logistics for a timely delivery of these tents.