

## Backcountry 2011 Fishing Synopsis Contest Rules:

The Backcountry 2011 Fishing Synopsis Contest is free to enter and open to everyone except employees of Backcountry and persons with whom they cohabit. Must be 19 years of age or older. If under the age of majority, must have parent/guardian consent.

1. Only one entry per contestant.
2. No purchase necessary. A random draw will be conducted from all eligible entries received by the contest deadline.
3. Valid entries must contain First & Last Name, mailing address and phone number.
  - a. We will only use this information to contact the winner and your personal info will not be kept on file or shared or sold to any third party.
  - b. You will not receive mailings or any correspondence unrelated to this promotion.
  - c. We (Backcountry) reserve the right to use this information for advertising analysis purposes.
4. Entry is only available online through our website at [Backcountryfsj.com](http://Backcountryfsj.com).
5. The odds of winning depend on the number of valid entries received by the contest deadline.
6. Contest ends at midnight on October 31, 2011.
7. One winner will be picked at random from all eligible entries on or after Nov 1, 2011.
8. The winner will be contacted by phone and their name and city will appear on our website.
  - a. Entrants must consent to the use of their names, city of residence, photograph and/or image for publicity purposes in all mediums carried out by the contest promoters without payment or compensation.
9. The prize must be taken as awarded and has no cash value. The prize cannot be exchanged or returned.
10. Prizes must be claimed within two weeks of notification or contest winner will forfeit their prize and another contestant will be drawn at random.
11. Shipping costs are the sole responsibility of the winner.
12. The contest promoters accept no liability or responsibility in connection with any injuries, loss or damage of any kind arising out of this contest or the prize.
13. The decision of the Promotions Manager is final on all matters of fact, interpretations, eligibility, procedure and fulfillment.
14. By entering this contest, you acknowledge having read and accepted these rules.

**GOOD LUCK!**