

# California Academy of Sciences

## Love Life Photo Competition Rules

### WHAT IS THE COMPETITION:

The Love Life Photo Competition (the "Competition") is an opportunity for members of the Bay Area creative community to share their view of life both inside and outside the Academy through photographs. The Competition will feature photographs in the categories of:

Categories 1 through 5 must be taken in the Academy between February 14, 2011 and February 1, 2012:

1. Land Life: Including butterflies, snakes, penguins and any other terrestrial life
2. Aquatic Life: Including fish, sea stars, coral, and all life underwater
3. Mobile Life: The Academy captured by smartphones
4. Family Life: Including people at the Academy\*
5. Nightlife: The Academy at night\*

Category 6 may be taken anywhere outside of the Academy:

6. Protect Life: Photography that encourages awareness or action for the natural world

Photographs submitted to the Competition will be posted daily on the Academy's webpage.

The Competition begins on January 1, 2012 and ends at 11:59 pm PST on February 1, 2012. The Competition is subject to these official rules, which also can be found at <http://www.calacademy.org/lovelife/officialrules>.

### PRIZES:

The Grand Prize winner will receive:

- One Night San Francisco Getaway at *Hotel Vitale* with Dinner at *54 Mint*
- Lytro 16 GB Light Field Camera
- Academy Conservation Photography Excursion
- Adobe Photoshop CS5

Six category winners each will receive a Lytro 8GB Light Field Camera, an Academy Conservation Photography workshop and a photography book from Chronicle Books.

One (1) People's Choice winner selected during the Love Life Awards Nightlife will receive Adobe Photoshop CS5, and a photography book from Chronicle Books.

Winners will be invited to receive their Awards at the Love Life Awards Nightlife event on March 1, 2012.

### JUDGING:

Winning Grand Prize and Category photographs will be selected on or before **February 16, 2012**. Our panel of professional photographers and Academy representative judges will select a Grand Prize Winner, and a winner for each of the 6 categories. Photographs will be judged on aesthetic value (60%), originality (25%) and technical proficiency (15%). Category 6 will also be judged on how well the photograph inspires or encourages

action towards conservation. All decisions of the judges are final. The Academy retains sole discretion over the categories in which photographs are considered, and over the selection of and/or decision not to select any particular photograph as a winner.

Winners will be notified via e-mail on **February 17, 2012**. Winning Photographers will be required to respond in person or (as directed) to e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and, in such case, the Academy may choose the next winning runner-up entry from among the remaining eligible entries.

Winners will be invited to attend the Love Life Awards Nightlife event on Thursday, **March 1, 2012** to receive their awards. Winners are not obligated to attend the Nightlife event to receive their award. Winners who cannot attend this Nightlife event may designate a representative who will be able to attend, or the Academy will delegate a staff person to represent and receive the award on behalf of any Winner. Each Winner will receive two free admission tickets to the Love Life Awards Nightlife.

#### **HOW TO ENTER:**

From January 1, 2012 through February 1, 2012 post your high resolution digital photograph entries on Flickr ([www.flickr.com](http://www.flickr.com)) and tag your photos "academylovelife2012".

#### **RULES REGARDING PHOTOGRAPHS:**

- Limit of 20 photograph entries per person.
- Photographs must be in digital format and should be submitted at the highest resolution possible (up to 20MB).
- Photographs must be original and the submitting photographer must hold all rights in the photograph. Submitted photographs may not have been previously published.
- Photography is **not permitted** in Academy areas designated as "No Photography"; works of art and/or private collections may not be photographed. Photos submitted taken in "No Photography" areas, or of works of art and/or private collections within the Academy will not be considered, and will be disqualified from the Competition. These areas, including animals such as the albino alligator, giant Pacific octopus and chambered nautilus, are clearly indicated by signage.
- Photographers must have permission from any people whose faces are recognizable in their photographs and, if a photograph is selected as a winner, the photographer must submit a release\* form for any recognizable individuals pictured in the winning photograph. Photos showing more than twenty people within a group do not require a release.  
\*Release form at <http://www.calacademy.org/lovelife2012>.
- By submitting a photograph, the photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, grants to Academy the right to use and publish the photographer's photograph for any purpose and in any media, in perpetuity, including on the Academy website, in Academy promotional publications and advertising, and in Academy merchandise, including but not limited to posters, greeting cards, calendars and desk planners, without any further compensation. The photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, also grants to Academy the right to crop the photographer's photograph; and to use the photographer's name and photograph in association with the photograph and/or the Competition. Parties under the age of 18 selected as winners must provide a release executed by their parent or guardian agreeing to the terms of this paragraph to qualify as final winners.
- Photographers retain copyright in their photographs, subject to the rights granted above.

**CONDITIONS:**

The Competition is subject to these Official Rules. By participating, Entrants agree: (i) to be bound by these complete Official Rules and the decisions of the Academy, which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Competition or these Official Rules, except where prohibited by law. By accepting a prize, winners agree to release the Academy and its affiliated entities, together with their respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities (collectively, the Releasees), from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of a prize or participation in any prize-related activities. The Academy reserves the right to cancel or suspend the Competition, in its sole discretion, should it receive fewer than 20 entries, or receive no entries that have a judged score above 85 points, or due to circumstances beyond its control, including natural disasters. The Academy may prohibit an entrant from participating in the Competition or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Competition in any way. Disputes regarding these Official Rules and/or this Competition will be governed by the internal laws of the State of California.

Employees, officers, directors, agents, representatives of the Academy and their immediate family members and those living in their household, and each person or entity connected with the production, administration or judging of the Sweepstakes, are not eligible.

**PRIVACY:** All personal information collected by the Academy will be used for administration of the Photo Competition. In addition, entrants shall receive e-mail correspondence from, or on behalf of the Academy, subject to the Academy's privacy policy which is located at [www.calacademy.org](http://www.calacademy.org). The Academy uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and entrants may subsequently opt-out of receiving further e-mails by following the opt-out instructions contained in the e-mail.

**OFFICIAL RULES:** For a copy of these Official Rules or winners list, send your request in a self-addressed, stamped envelope to: California Academy of Sciences, Love Life Competition, 55 Music Concourse Drive, San Francisco CA 94118. Request must be received by March 1, 2012. Rules are also available on-line at <http://www.calacademy.org/lovelife/officialrules>.