



**KIA AutoSport of Pensacola and
NFBC Foundation Inc., Present the
“Drive for Life” BLOOD DRIVE
“Help Put the Brakes on Blood Shortages”**

OFFICIAL RULES

1. **NO PURCHASE OR MONETARY DONATION NECESSARY TO PARTICIPATE. ONLY ONE ENTRY PER PERSON FOR EACH BLOOD DONATION OR ATTEMPT OR VISIT TO OUR BLOOD CENTER SITES. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**
2. **Eligibility.** Subject to the additional restrictions below, the “*Drive for Life*” (the “Event”) is open to U.S. residents (excluding Puerto Rico), 17 years and older (**with parental consent if under 18**) at the time of entry. Employees of the NFBC Foundation, Inc. (“Sponsor”) or the Northwest Florida Blood Center, Inc., employees of KIA AutoSport of Pensacola and affiliated dealerships (KIA) and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term “immediate family members” includes spouses, parents, grandparents, siblings, children, and grandchildren.
3. **How to Enter.** The Event will begin at 9:00 a.m. (C.S.T.) on July 1, 2007 and end at 6 p.m. (C.S.T.) on January 4, 2008 (the “Event Period”). Participants may enter in person by completing an Official Entry Form available at the principal place of business Northwest Florida Blood Center Laboratory and Donor Facility, 1999 East Nine Mile Road, Pensacola, Florida 32514 in Escambia County. Official Entry Forms are also available at the 2209 North Ninth Avenue Center, Pensacola, Florida 32503 and also on Northwest Florida Blood Center Bloodmobiles at different locations in Escambia and Santa Rosa Counties during the designated promotion period or on other special event blood drives from July 1, 2007 through January 4, 2008. Persons may donate blood to be entered or be deferred from giving blood to be entered or visit either blood center site.

Sponsor will not be responsible for incomplete, lost, late, misdirected or illegible entries. Any questions regarding the number of entries submitted shall be determined by Sponsor at its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with, or abusing, any aspect of the Event. All entries become property of Sponsor and none will be returned.

4. **Winner Selection.** One (1) Grand Prize Winner and one (1) Second Prize Winner and One (1) Third Prize Winner will be selected on **Wednesday, January 9th, 2008** in a random drawing from among those **eligible finalists**. On January 4th, 2008 all eligible entries will be collected and the names of sixty (60) finalists will be drawn. Finalists will be contacted and notified that they are finalists in the Drive for Life Event. Their names will also be listed on the Northwest Florida Blood Center’s website. One

(1) name will be randomly selected as the Grand Prize Winner from the 60 eligible finalists. One (1) name will be randomly selected from the remaining eligible finalist names as Second Place Prize winner and awarded a \$500.00 Gas Card. One (1) name will be randomly selected from the remaining eligible finalist names as Third Place Prize winner and awarded a \$250.00 Gas Card.

5. **Prizes and Odds.** One (1) Grand Prize Winner will receive a 2007 KIA Optima vehicle valued at \$17,036.45 from KIA AutoSport of Pensacola dealership. The Grand Prize has no cash value and may not be redeemed for cash. Winner is responsible for tax, tag, title and any other fees associated with taking possession of the vehicle. Vehicles displayed in the showrooms of KIA AutoSport of Pensacola affiliated dealerships, Northwest Florida Blood Center's Donor Facilities, or in any other advertising or promotional materials, or venues, are for display purposes only and are not representative of any specific Grand Prize vehicle. The second place prize winner will receive a Gas Card valued at \$500.00. The third place prize winner will receive a Gas Card valued at \$250.00. Odds of winning are dependent on the total number of eligible entries received.
6. **Winner Notification and Acceptance.** The 60 finalists will be notified by telephone on January 7th – 8th, 2008. You do not have to be present to win. We invite all 60 finalists to attend the final selection on Wednesday, January 9th, 2008 at 2:00 PM at the Northwest Florida Blood Center Laboratory and Donor Facility, 1999 East Nine Mile Road, Pensacola, Florida 32514. If selected winner cannot be contacted within a reasonable period of time, we reserve the right to select an alternate winner.

Winners may waive their right to receive prizes. All prizes are non-assignable, non-transferable and have no cash value. No prize substitutions will be allowed. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes and winners of Grand Prize, Second Prize and Third Prize will be subject to any income tax liability in connection with the receipt of such prizes. Winners may be required to complete an affidavit of eligibility, and a liability and publicity release upon receipt of a prize. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may 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. "Prizes won by minors will be awarded to parent or legal guardian who must sign any affidavit or release required by Sponsor." Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation on the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor. Winner must show proof of insurance and proof of application for tag and registration and a valid driver's license.

7. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor which shall be final in all respects. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Event as solely determined by Sponsor. In the event the Event is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Event, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Event. Should the Event be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.

8. **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.
9. **Sponsor.** The **Drive for Life Event** is sponsored by the **NFBC Foundation, Inc.** The decisions of Sponsor and Event judges regarding the selection of winners, the interpretation of these Official Rules and all other aspects of the Event shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Event. If you have any questions regarding this Special Blood Drive Event, please contact the **Northwest Florida Blood Center, 1999 East Nine Mile Road, Pensacola, FL 32514 – Phone - 850.473.3853.**
10. **KIA Autosport of Pensacola.** KIA AutoSport of Pensacola shall be responsible only to fulfill its obligation of providing one (1) Grand Prize and shall not be responsible, or held liable, for anything else in connection with the Drive for Life Event.