



**Metropolitan
Transit
System**

Y\$2K Summer Challenge Contest Rules:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.
PURCHASE DOES NOT INCREASE CHANCES OF WINNING

Official Rules of Contest: The following rules govern the Y\$2K Summer Challenge Contest (Y\$2K Challenge). By participating, each entrant agrees to the following below rules.

Contest Sponsor: The Sweepstakes will be conducted by San Diego Metropolitan Transit System (MTS). MTS Contact Information: San Diego MTS, 1255 Imperial Avenue, Suite 1000, San Diego, CA 92101 (619-557-4555).

Contest Purpose: The Y\$2K Challenge is a month-long challenge to encourage youth participation in the free Youth Opportunity Pass (YOP) program, and to increase youth ridership on MTS bus and Trolley services in the summer months.

Eligible Participants: The Contest will be open to riders aged 13 - 18, who live and/or attend school in San Diego County. **MTS Employees and their immediate family members shall be eligible to win the "at-large" prizes, but are not eligible to win "runner up" prizes.**

Deadline for Submission: Submissions for the contest will be accepted **July 1, 2024 (12:00 a.m. PST) through July 31, 2024 (11:59 p.m. PST).**

How to Enter: To be counted towards the Y\$2K Challenge, all participants must post a video or a picture of themselves completing one of the following "transit challenges" (full details listed online at www.sdmts.com/y2k) via transit and tagging @sdmts and #Y2Ktransit on either Instagram or TikTok between **12:00 a.m. PST July 1, 2024 and 11:59 p.m. PST on July 31, 2024 (entry).**

- Transit Challenges: 1) Outfit of the Day (OOTD) by Transit 2) Community Landmarks 3) Transit + Tacos 4) Rider's Choice Popular Destination

- Participants will be limited to four (4) entries per social media handle, including a limit of one (1) entry per challenge, per social media handle, for a total of eight entries total (four Instagram, four TikTok).

- Photos or video must include the Youth contestant and at least one (1) of the following: a PRONTO transit card, an MTS bus, an MTS Trolley, NCTD bus, NCTD SPRINTER or NCTD COASTER/

Prizes:

- **Prize for Four (4) Individual "At-Large" Winners:** First choice at the Prizes will be given to the

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San Diego Metropolitan Transit System (MTS) is a California public agency comprised of San Diego Transit Corp., San Diego Trolley, Inc. and San Diego and Arizona Eastern Railway Company (nonprofit public benefit corporations). MTS member agencies include the cities of Chula Vista, Coronado, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, Poway, San Diego, Santee, and the County of San Diego. MTS is also the For-Hire Vehicle administrator for nine cities.



eligible entries with the most "likes" for each challenge at the conclusion of the promotional period. MTS will record the number of likes on each entry at or around 9 a.m. PST Thursday, August 1, 2024. The entry with the most likes for each of the above "transit challenges" will be named an "At-Large" winner. Of those four "At-Large" winners, the person with the most likes will have first choice at all Y\$2K Summer Challenge prizes, with the second most likes having the second choice, etc. Individuals selected for the At-Large Prize will be required to prove their eligibility with a current, valid ID or enrollment form from their San Diego County middle or high school, or some proof of residency in San Diego County, in order to claim the prize. MTS reserves the right to substitute a prize in their sole discretion, in which case a prize of equal or greater value will be awarded.

- **Prizes for Six (6) Individual "Runner Up" Individual Winners:** After the "At Large"

winners have been determined, MTS Marketing and Communications Staff will select up to two (2) additional entries for each "transit challenge" to go to a staff vote in awarding six (6) "Runner Up" winners. Any MTS administrative staff who has a family member in the running for a "Runner Up" prize will be prohibited from voting. The six (6) entries with the most votes will be eligible to receive one of the remaining prizes, awarded on a first-come, first-served basis. Individuals selected for the At-Large Prize will be required to prove their eligibility with a current, valid ID or enrollment form from their San Diego County middle or high school, or some proof of residency in San Diego County, in order to claim the prize. MTS reserves the right to substitute a prize in their sole discretion, in which case a prize of equal or greater value will be awarded.

- **Y\$2K Summer Challenge Prize List:**

- One (1) Nintendo Switch plus one (1) \$50 Nintendo Gift Card (ARV: \$349.99)
- One (1) Schwinn Beach Cruiser Bicycle + Helmet (ARV: \$431.98)
- One (1) NIU - KQi Foldable Electric Scooter + Helmet (ARV: 559.98)
- One (1) Beats by Dre Studio Pro Headphones (ARV: \$349.99)
- One (1) \$100 MLB Shop Padres Gift Card
- One (1) \$100 Nike Gift Card
- One (1) \$100 Roblox Robux Gift Card
- One (1) \$100 Sephora Gift Card
- One (1) \$100 Starbucks Gift Card
- One (1) Lululemon Everywhere Backpack (ARV: \$78)

Prize Notifications:

All winners of the "At Large" individual prizes will be notified via direct message on **Friday, August 2, 2024**. Winners of the "Runner Up" individual prizes will be notified on or around **Monday, August 12, 2024**. All individual prizes must be claimed within one (1) week of notification. If any winner does not respond within one (1) week of notification, the winner will lose claim to the prize and no other alternate will be drawn. Individual prizes must be claimed in San Diego County. Prizes will be available for pick-up at the MTS Offices, located at 1255 Imperial Avenue, San Diego, CA 92101. Prizes will not be mailed, shipped or delivered anywhere outside of San Diego County. Winners are responsible for all costs related to transportation to and from MTS Offices in order to pick up prizes.

Odds of Winning: The odds of winning depend on the number of eligible entries receives.

Privacy Policy: By participating in this Contest, each Entrant agrees to MTS's use of their information as described in MTS's Privacy Policy and MTS's Pronto Privacy Policy. Winner(s) further agrees that their name may be included in a publicly available winners' list.

Record Retention: MTS will maintain for no less than two (2) years after all prizes are awarded all of the following: all correspondence sent by an entrant; the names and addresses of all entrants; the number of prizes awarded; the method of selecting winners; and the names and addresses of the winners.

Winner List: For the name of the winner(s), send an email to morgan.davidson@sdmts.com on or after August 12, 2024.

Taxes: The value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable federal, state, and local taxes, related fees, other costs or expenses related to prize acceptance and use not specified herein, regardless of whether such prize is used in whole or in part.

Decisions: All decisions of MTS will be final and binding on all matters relating to this Sweepstakes. Persons who violate any rule, gain unfair advantage in participating in the Sweepstakes, or obtain winner status using fraudulent means will be disqualified. MTS will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the MTS's decisions concerning such disputes shall be final. MTS further reserves the right to terminate the Contest at any time for any reason.

Governing Law: The Sweepstakes is governed by and subject to the laws of the United States and the State of California.

Disclaimer:

- ANY ATTEMPT TO DELIBERATELY DAMAGE, CIRCUMVENT, OR DISRUPT MTS'S WEBSITE (OR ANY PART THEREOF) OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, MTS RESERVES THE RIGHT TO SEEK DAMAGES AND ANY OTHER AVAILABLE REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. EACH ENTRANT (OR, IF THE ENTRANT IS NOT OF AGE OF MAJORITY IN THEIR STATE OF RESIDENCE, THE LEGAL GUARDIANS THEREOF) AGREES TO INDEMNIFY AND HOLD HARMLESS THE SPONSOR AND ITS AGENTS FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, DAMAGES AND/OR LIABILITIES (INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES) THAT MAY BE ASSERTED AGAINST OR INCURRED BY ANY OF THEM AT ANY TIME, IN CONNECTION WITH THE USE THEREOF, AND/OR BY ENTRANT'S BREACH OF ANY REPRESENTATION, WARRANTY OR COVENANTS ASSOCIATED WITH THIS CONTEST.
- MTS is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems.