



THE PONY EXPRESS QUILT CHALLENGE RULES

SUMMARY

Northcott has collaborated with the Pony Express Museum in St. Joseph Missouri to create a fabric collection that honors a unique part of American history - The Pony Express. The collection includes authentic replicas of artwork from the museum.

From September 9-24, 2017 select quilt shops in the original 8 Pony Express trail states (Missouri, Wyoming, Utah, Colorado, Nevada, California, Nebraska and Kansas) will be hosting a block party. During The Pony Express Block Party participating shops will give away a free unique block pattern that they designed using The Pony Express fabric collection by Northcott. Consumers must physically visit participating shops to collect these free block patterns.

Northcott is challenging consumers to put their collected blocks to good use and make a Pony Express quilt!

CHALLENGE GUIDELINES

Consumers can further participate in the Block Party by creating a quilt for a chance to win.

Participating quilts must have a minimum of 6 blocks from 6 different shops in each quilt made with the Pony Express fabric collection by Northcott. (Block patterns can be from the same state).

There is no size minimum or maximum.

Quilts should be completed using any Northcott fabric.

Trims are allowed (Beads, leather, rickrack etc..)

All methods of piecing, applique and quilting are allowed.

Quilt submission must be finished (quilted and bound).

SUBMISSIONS & DEADLINES

Photo submissions must be sent to submissions@northcott.com. Send the best photo possible. Well lit sharp images help everyone to see your project's details and increase your chances of being noticed by the judges. You can send multiple images to highlight certain elements on your quilt, but it is not mandatory.

Mandatory information needs to be included with your photo submission:

- First and Last Name
- Address
- Phone Number
- Name of shops whose blocks are included in the quilt

Optional information that can be included with your photo submission:

- Story behind your quilt
- Additional contributors
- Any other details you want Northcott to know about

Deadline to submit a photo of a finished quilt is now **Sunday November 19th at 11:59PM** EDT. (This date has been extended from the original November 4th, 2017 deadline).

All quilt submissions will be featured on Northcott's Pony Express Facebook page, for consumers to see all of the amazing Pony Express Block Party quilts!

The top 5 finalists will be selected by Northcott. Finalist will be contacted via email and/or phone and will be required to send their quilt to Northcott USA, (1099 Wall Street West, Suite 250, Lyndhurst NJ 07071) for judging.

Quilts will be returned after the challenge is over.

The winner will be announced on Northcott's Pony Express Facebook page by **December 17th, 2017**.

NORTHCOTT JUDGING CRITERIA

The Northcott panel of judges will be looking for the following:

- Use of Pony Express Blocks in quilt design- balance, rhythm, harmony and emphasis
- Overall impression- all the elements come together for an eye pleasing affect
- Workmanship- quality and attention to detail
- Creativity- inventive and fun details that make the quilt stand out

PRIZES

- First Place: \$500 USD (cash) and a selection of Northcott fabric with retail value of \$500 USD
- Second Place: Selection of Northcott fabric with retail value of \$250 USD
- Third Place: Selection of Northcott fabric with retail value of \$100 USD

PRIZE SUBSTITUTION

Prizes must be accepted as awarded and may not be transferred.

ELIGIBILITY

The Contest is open to legal residents of The United States. Employees of Northcott Silk Inc., and associated sponsors are ineligible. Contest is void where prohibited by law.

Multiple entries from the same person are allowed. Each quilt entry will be judged separately.

By entering the contest, you confirm having read the contest rules and consenting to its terms and conditions.

ODDS OF WINNING

Odds of winning depend on the number of eligible entries received by Sunday November 19, 2017 and on the application of judging criteria.

PUBLICITY, USE OF REGISTRATION INFORMATION

By entering the contest, the submitting party consents to the use by Northcott Silk Inc., and their sponsors of his or her name, address, voice, statements and photograph, other likeness and information provided for advertising and promotional purposes and grants Northcott Silk Inc., the right to publish his or her proper name, city and state online and in print, or any other media, in connection with the Contest, the whole without further compensation, subject to applicable law.

INTERNET SECURITY

You may only enter this Contest via the Internet if your browser permits connection to a secure, industry- standard SSL-enabled server. Northcott Silk Inc., assumes no responsibility for tampering, theft, defects, human errors including extreme negligence, deletions, technical or telephone problems, undeliverable messages, computer errors, lost, misdirected, late or incomplete entries or for any online difficulties that may result in the failure to consider an entrant for any of the prizes offered. Further, Northcott Silk Inc., reserves the right to modify or cancel the Contest without prior notice and subject to applicable law, and is not responsible for production or printing errors, technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated or corrupted entries, virus damage or any other

damage which may limit a participant's ability to participate in the Contest. Northcott Silk Inc. is not responsible for email entries that are incomplete, lost, misdirected or destroyed.

EMAIL ENTRY SECURITY

Entrants will be deemed to be the authorized account holder of the e-mail address submitted on the Registration Form at the time of registration. "Authorized account holder" is the natural person to whom an e-mail address is assigned by an Internet access provider, online service provider, or other organization (e.g., business, educational institution etc.) responsible for assigning individual e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Northcott Silk Inc. with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

GOVERNING BODIES

This Contest is subject to all Federal, State and Municipal laws. Void where prohibited by law.

CAUTION

Any attempt by an entrant or any other person to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Northcott Silk Inc., reserves the right to claim damages from any such person to the fullest extent permitted by law.

LIMITATION OF LIABILITY

By entering, entrants acknowledge and agree that the Releases shall not be responsible for, and all entrants shall hold them harmless from, any and all claims, damages, including compensatory, direct, incidental, consequential or other damages, liabilities, costs and expenses ("losses") with respect to or in any way arising from or in connection with the Contest or related prizes. Without limiting the generality of the foregoing, Releases shall in no way be considered responsible for any losses in connection with (i) incorrect or inaccurate information for any reason, including if caused by website users or by any of the equipment including programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest, (ii) problems or technical malfunction of any telephone network or communications line failure, computer on-line-systems, servers or providers, computer equipment, software, data transmission failure of e-

mail, or any technical problems or traffic congestion, (iii) error, omission, interruption, deletion, defect, delay in operation or transmission, theft or destruction or authorized access to, or alteration of, entries or (iv) damages to entrants or to any other person, including damages to their computer system, related to or resulting from entering, participating or downloading materials in this Contest. For greater certainty, the Releases shall not be responsible for lost, late, incomplete, illegible, incomprehensible or misdirected entries, bugs, failures in servers, hardware or software transmission failure or loss, delayed or corrupted data transmission.

If for any reason, the Contest cannot run as planned or the prizes cannot be awarded, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of Northcott Silk Inc., which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. Subject to applicable law, Northcott Silk Inc. reserves the right to cancel, terminate, modify or suspend the Contest at any time without prior notice to the entrants.

If you have any questions please email submissions@northcott.com