



2nd Annual Rock Your Socks Photo Contest

Will you be our next Winner?

Follow the 6 easy steps below to enter your Rock Your Socks photo into our contest for a chance to win \$500!



Step 1: Get your socks

Visit <http://rmhcwny.org/get-your-socks> for details on how to get your socks.



Step 2: Wear your socks

Put your socks on. (You have to be wearing at least ONE... [see the official contest rules at http://rmhcwny.org/rock-your-socks/](http://rmhcwny.org/rock-your-socks/)).



Step 3: Photo your socks

Take pictures of you, your colleagues, your friends and family wearing their socks. Anyone can be in the picture as long as they meet the eligibility requirements.



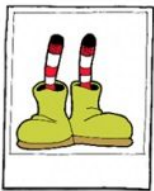
Step 4: Upload your socks

To enter your photo, check back here on February 14th to upload your favorite picture between February 14 to March 14, 2018. **You may submit a maximum of 1 photo.**



Step 5: Like your socks

Visit us on Facebook at www.facebook.com/rmhcwny and vote for your favorite “Rock Your Socks” pictures in our “2nd Annual Rock Your Socks Photo Contest” Gallery.



Dare to Wear

Step 6: Dare to Wear!

Post your photo entry on your social media pages and dare your friends to wear our socks. Tag [@rmhcwny](https://twitter.com/rmhcwny) using the hashtag: [#RockYourSocksBuffalo](https://twitter.com/RockYourSocksBuffalo) in your post and refer them back to this page for details. Here’s how it’s done; feel free to copy and paste away (*don’t forget to add the name of the person/group you are challenging!*):

“I Rocked my Socks for [@rmhcwny](https://twitter.com/rmhcwny) and I Dare to Wear (*the person/group you are challenging*) to do the same: <http://rmhcwny.org/rock-your-socks/> [#RockYourSocksBuffalo](https://twitter.com/RockYourSocksBuffalo)”

RONALD MCDONALD HOUSE CHARITIES OF WESTERN NEW YORK, INC. ROCK YOUR SOCKS CONTEST ABBREVIATED RULES

NO PURCHASE OR DONATION NECESSARY. VOID WHERE RESTRICTED OR PROHIBITED BY LAW. This is a skill-based contest. Official contest rules apply. Open only to residents of the 50 United States who are at least fourteen (14) years of age. Entrants under eighteen (18) years of age must have the consent of a parent or legal guardian, provided as required by the official rules. Contest begins February 14, 2018 and ends March 23, 2018. Entries must be received by March 14, 2018. To enter, complete the Entry Form located at <http://rmhcwny.org/rock-your-socks/> submit your photo of you and/or others wearing at least one red & white striped sock, depicting the subjects in a manner consistent with the RMHC of WNY brand and lifestyle. One winner will be determined. The contest consists of two rounds of judging; first by Facebook voting and second by a panel of judges. Ten finalists will be selected for the second round based on the highest number of votes. In a tie, the entrant with the highest “responsiveness to the prompt” score will be determined the winner. The decision of the judges is final and binding. Prize consists of \$500.00 cash and press releases and media postings identified in the official rules. Approximate retail value of \$500. Sponsored by Ronald McDonald House Charities of Western New York, Inc. See <http://rmhcwny.org/rock-your-socks/> for official rules and complete details.