



**Travel Alaska (Alaska Travel Industry Association) x Alaska Seafood
Catch of the Week Photo Contest Giveaway
Terms and Conditions**

No purchase is necessary to enter or win. A purchase does not increase the chances of winning.

1. **Eligibility:** This contest is open only to those who submit photos through the designated entry links on Travel Alaska's website. Contest entries must be submitted by those who are 18 years of age or older. The contest is open to legal residents of the United States and is void where prohibited by law. Employees of Alaska Travel Industry Association, Alaska Seafood Marketing Institute, their affiliates, subsidiaries, advertising and promotion agencies, and suppliers (collectively the "Employees"), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Campaign. The Campaign is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
2. **Agreement to Rules:** By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of ATIA
3. and ASMI as final and binding as it relates to the content of this Campaign.
4. **Campaign Period:** Entries will be accepted through the designated links on Travel Alaska's website starting on June 16, 2025, at 12:00 AM AKDT and ending on June 30, 2025, at 11:59 PM AKDT.
5. **How to Enter:** The Campaign must be entered by submitting an entry via the designated links on Travel Alaska's website. The entry must fulfill all Campaign requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of ATIA and ASMI.
 - a. **Entry Categories:**
 - i. Best Seafood Meal - Photos showcasing prepared dishes featuring Alaska seafood
 - ii. Best Catch - Photos showing fishing catches in Alaska waters or on Alaska land
 - iii. Best Overall Photo - General category for Alaska seafood-related imagery
 - b. **Photo Requirements:**
 - i. Photos must be taken in Alaska
 - ii. Photos may be from any time period
 - iii. Photos must demonstrate responsible fish handling practices
 - iv. No AI-generated images permitted
 - v. No excessive photo editing that misrepresents the subject
 - vi. Maximum of one entry per person per category (three entries total maximum)

6. **Prizes:** The Winners of the Campaign (one per category) will each receive an Alaska swag bag containing promotional items from Travel Alaska and Alaska Seafood. The specifics of the prize shall be solely determined by ATIA and ASMI. No cash or other prize substitution shall be permitted except at ATIA and ASMI's discretion. The prize is non transferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for ATIA and ASMI to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.
7. **Odds:** The odds of winning depend on the number of eligible entries received, the selection of finalists by representatives from ATIA, and the subsequent public voting results.
8. **Winner Selection and Notification:** Representatives from ATIA will review all eligible entries and select the top three finalists for each category based on creativity, photo quality, and adherence to category guidelines. The finalists' photos will be presented for public voting on Travel Alaska's social media channels. The entry with the most votes in each category will be declared the winner. In case of a tie in public voting, representatives from ATIA will select the winner. Winners will be announced on Travel Alaska's Facebook page and notified via provided contact information in entry form submission. ATIA and ASMI shall have no liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 5 days from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate Winner selected. Receipt by Winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT ATIA'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.
9. **Rights Granted by You:** By entering this content (e.g., photo), You understand and agree that ATIA, ASMI, anyone acting on behalf of these organizations, and their licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, image, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes without any further compensation, notice, review, or consent. By entering this content, you represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of ATIA and ASMI.

10. **Terms & Conditions:** ATIA and ASMI reserve the right, in their sole discretion, to cancel, terminate, modify or suspend the Campaign should virus, bug, non-authorized human intervention, fraud, or other cause beyond their control corrupt or affect the administration, security, fairness, or proper conduct of the Campaign. ATIA and ASMI reserve the right, in their sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions. ATIA and ASMI reserve the right, in their sole discretion, to maintain the integrity of the Campaign, to void votes or entries for any reason, including, but not limited to: artificial manipulation of the voting process; use of automated voting methods; coordinated voting campaigns; or the use of bots, macros, scripts, or other technical means to influence voting results. Any attempt by any individual to deliberately undermine the legitimate operation of the voting process may be a violation of criminal and civil laws. Should such attempt be made, ATIA and ASMI reserve the right to seek damages to the fullest extent permitted by law.
11. **Privacy Policy:** Information submitted with an entry is subject to the Privacy Policy stated on TravelAlaska.com. To read the Privacy Policy, visit www.travelalaska.com/privacy-policy.
12. **Winners List:** To obtain a copy of the Winner's names or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: Thompson & Co. Public Relations, 600 Barrow St., Ste. 400, Anchorage, AK 99501. Requests must be received no later than Aug. 31, 2025.
13. **Sponsor:** The Sponsor of the Campaign is ATIA, 610 E. 5th Ave., Ste. 200, Anchorage, AK 99501 and ASMI, 311 N. Franklin Street Suite 200, Juneau, AK 99801.
14. **Social Media Disclaimer:** The Campaign hosted by ATIA and ASMI is in no way sponsored, endorsed, administered by, or associated with Facebook or any other social media platform.
15. **By participating in the contest, You, the Contestant, have affirmatively reviewed, accepted, and agreed to all of the Official Rules.**