



## Passholder Appreciation Find the Yeti Instagram Contest Official Rules & Regulations

Hit the slopes at Breck on 12/10 and find the hidden EpicPass Yeti for a chance to win a swag bag valued at \$2300. The grand prize Helly Hansen duffel comes fully stocked with a Breck lodging package, a GoPro Hero5, a \$500 Vail Resorts Retail gift card, a Breck Guides experience and more!

**Here's how to win.** Find the elusive Yeti and show us how stoked you are with your best photo on Instagram. Tag @breckenridgemtn in your photo and use the hashtag #First30 with your most original caption. Four winners will be chosen based on photo and caption creativity.

### Prize Package:

- Breck Guides experience (\$800 value)
- Two (2) nights lodging at The Village at Breckenridge (\$500 value)
- Vail Resorts Retail \$500 gift card (\$500 value)
- GoPro Hero 5 (\$400 value)
- Helly Hansen Duffel Bag (\$100 value)
- EpicPass Swag

### How to Enter:

- Find the EpicPass Yeti at Breckenridge Ski Resort and snap a photo
- Post your photo to Instagram using #First30 and tag @breckenridgemtn in your photo
- Four winners will be chosen based on photo and caption creativity

### Official Rules & Regulations:

1. **ELIGIBILITY:** Must be an EpicPass holder over 13 years of age to be eligible to win. Employees of Vail Resorts are not eligible for entry. Instagram profile must be set to public and photo must utilize @breckenridgemtn and #first30 to be eligible to win.
2. **INSTAGRAM RELEASE & USE:** Participants agree to completely release Instagram. This contest is in no way sponsored, endorsed or administered by, or associated with, Instagram.
3. **NSAA RESPONSIBILITY CODE:** Must adhere to the [National Ski Areas Association Responsibility Code](#) for the entirety of participation in the contest.
4. **CONTEST PERIOD:** The contest begins at 9:00 AM MST Sunday, December 10, 2017 and photo must be posted to Instagram by 11:59 PM MST on December 10, 2017.
5. **PRIZE DRAWING & REDEMPTION:** Winners will be chosen and announced by Wednesday, December 13, 2017 and contacted via Instagram. Winners must reply within 48 hours of contact to redeem prize. Lodging nights must be consumed between January 16 and February 2, 2018. Breck Guides experience must be utilized by the end of the 2017-2018 ski and snowboard season at Breckenridge Ski Resort.

