

Eligibility: The Hot PEJU Summer Photo Contest (“Contest”) is open to legal residents of the fifty (50) United States or the District of Columbia who are twenty-one (21) years of age or older. The Contest is sponsored by PEJU Winery located at 8466 St Helena Hwy, Rutherford CA 94573. Entrants must be following @PEJUWinery on Instagram. Employees and representatives of PEJU Winery are not eligible. Both amateur and professional photographers are encouraged to enter. The Contest begins at 9:00 AM PDT on Tuesday, June 21, 2022, and ends at 11:59 PM PDT on Sunday, August 21, 2022.

Contest Overview: Share your favorite way to enjoy PEJU wine in the heat of Summer. We want to see your photos of PEJU by the pool, the beach, with your favorite BBQ delights, or on your big summer adventure. Let’s make 2022 a #HotPEJUSummer. Entrants are asked to be creative and have fun. At least one bottle of PEJU wine is required in the photo and must be prominently featured.

How to Enter:

1. Take a high-quality and artistic photo of PEJU Winery wine(s).
2. Post your photo to Instagram and tag us @PEJUWinery, ensuring that the post is set to public view. Please note if the photograph is posted to Instagram and the post is not set to public view, the submission may not be received by the Sponsor.
3. Use hashtags #HotPEJUSummer and #PEJUWinery when uploading your photo.
4. Post your photo by 11:59 pm PDT on Sunday, August 21, 2022.

Judging: Judging will take place August 22 – 23, 2022. The official judging panel will be comprised of representative(s) of PEJU Winery. Each entry will be judged on a variety of elements weighted equally, including, but not limited to, appropriateness to the theme, caption & image creativity /originality, and artistic/image quality. All submissions will be reviewed to qualify which photos will advance as finalists in the contest.

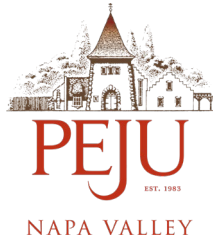
Drawing: The finalists will move on to a public vote on social media. The photos will be posted on the PEJU Instagram page. Submissions that have the most votes via comments within the first 24 hours will determine the final winners. The winners will be announced at that time on all PEJU social media channels. PEJU will also notify the winners at that time via direct message. If potential winners cannot be contacted within 48 hours after the first attempt to contact him/her, PEJU may select an alternate winner using the criteria set forth above.

Prize: The photos and captions that inspire us the most will receive a range of prizes from PEJU gift cards, a repost on our social media channels, and the chance to be featured on our website. Below are the specific gift card prizes based on final placement. Prizes must be redeemed by December 31st, 2022.

1st Place: \$300 to be redeemed for wine, merchandise, or tasting experiences at the winery or online.

2nd Place: \$200 to be redeemed for wine, merchandise, or tasting experiences at the winery or online.

PEJU WINERY



3rd Place: \$100 to be redeemed for wine, merchandise, or tasting experiences at the winery or online.

Conditions: The photograph and the post wherein the photograph is uploaded must be comprised only of original elements created by the entrant and may not contain elements that are/have been created, developed, copyrighted, trademarked, and/or patented by third parties. The entrant agrees that it has all rights to the contents of the submitted material. Entries that contain materials that are not the original work of the entrant will be disqualified. The entrant acknowledges PEJU has rights to promote entry on social media and/or the PEJU website. By submitting an entry, the entrant warrants that the photo does not depict, contain, include, or involve any of the following:

- Obscenity
- Watermarks
- Sexually explicit, violent, or derogatory pictures, depictions, images, language, and/or symbols
- Drugs, tobacco, or firearms
- Gang signs or symbols
- Images of children or items especially appealing to children
- Visibly recognizable trademarks or logos owned by anyone other than the entrant or the Sponsor
- Copyrighted materials owned by anyone other than the entrant
- Messaging that is inconsistent with the positive subject matter of the Contest and the Sponsor

Publicity: Participation in the Contest constitutes an entrant's consent to PEJU's use of the photograph for publicity purposes prior to or after the Contest end date, in any media without any compensation or prior review.

PEJU WINERY

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