



Share an  
**ACT OF KINDNESS PHOTO**,  
and get a chance to win  
**₱10,000 cash**,  
**a Christmas Gift Pack**,  
and an autographed  
**RVNA ball!**



**Kiefer C. Ravena**  
Gilas Pilipinas Team Captain  
Cocolife Brand Ambassador

## ACTS OF KINDNESS PHOTOGRAPHY CONTEST MECHANICS

1. Theme for the photography contest is "Random Acts of Kindness".
2. All entries must be in digital form (JPEG format). The usage of DSLR, Point-and-Shoot, and Camera Phones are allowed.
3. All entries must be an original material taken by the photographer and should not include watermarks, signatures, frames, date and/or time stamp or any other markings on the photo. For entries in which a person is recognizable, the photographer is responsible for securing permission from that person or, in the case of a minor, from the subject's parent or guardian.
4. Entries that are digitally enhanced or altered for creative purposes will be disqualified. Altered Images refer to photographs manipulated and applied with special effects (colorizing, toning, collage, photo composites, HDR, etc.). Enhancements must be limited to basic post-processing such as adjustments of contrast, minimal color-balancing, sharpening, cropping, dodging and burning.
5. Entries must be shot within 2019 - 2020, unpublished, and exclusive to this photo contest.
6. Criteria for judging are as follows:

**Relevance to theme (20%)**

- How well does the photo meet the criteria of the category it is in?

**Composition (20%)**

- Placement of interest in the photo, absence of distracting elements

**Creativity (20%)**

- Subject matter pictured in a unique way or shown from an interesting point of view, demonstrated originality, used light in interesting ways

**Technical Quality (20%)**

- In focus, lighting in balance

**Overall Impression (20%)**

- Able to grab the viewer's attention, 'wow' factor

7. Deadline for Submission of Entries is on or before November 30, 2020.
8. All contest mechanics can be viewed at the Cocolife Facebook page ([cocolifeofficialpage](https://www.facebook.com/cocolifeofficialpage)) / Cocolife website ([www.cocolife.com](http://www.cocolife.com)).

### WHO CAN JOIN?

- All amateur and professional photographers
- Must be 21 to 59 years of age at the time of joining
- Open to all Filipino citizens currently residing in the Philippines

### HOW TO JOIN:

- Participants must like official Facebook page of Cocolife.
- The participants must comment their photo entries on the Acts of Kindness promo post, and must include the hashtags #ActsOfKindness #Cocolife #BelievingInTheFilipino.
- There is no limit to the number of entries per participant.
- A registration link will be sent to all qualified participants for full contact details.

### DETERMINATION OF WINNERS:

- There will be 12 winners who shall receive ₱10,000 cash, and a Christmas Noche Buena package.
- The winners will be selected based on the final point percentage of each piece.

### NOTIFICATION OF WINNERS:

- Winners will be announced on December 11, 2020.
- The Cocolife social media team will send all winners private messages notifying them of the final results.

### REDEMPTION OF PRIZES AND FORFEITURE:

- Entries submitted beyond the deadline will automatically be disqualified.
- The winner/s are required to claim their prize within 30 calendar days from the date of receipt of the confirmation message from the Cocolife social media team.
- All unclaimed prizes after the said date shall be forfeited. All prizes are non-transferrable.
- The winner/s must claim their prizes at the nearest Cocolife branch.
- The winners must present the following documents when claiming their prize:
  - Certification that the photograph used is original
  - Proof of permission from the subject to be featured in the photograph (if subject is recognizable)
  - Two (2) valid IDs (Company/ Student ID, SSS ID, Voter's ID, Passport, Driver's License, etc.)
  - Copy of the confirmation email sent by the Cocolife social media team
- The winner/s have the right to appoint a representative to receive the prize on their behalf, by sending a scanned valid ID of their representative via e-mail. This must be done upon the final validation process. The representative, on the other hand, must present an authorization letter from the winner and their valid IDs for verification.
- All expenses to be incurred when claiming the prize shall be for the winners' sole account. Cocolife is not liable to pay any transportation cost that the winner will incur for the prize.

### TERMS AND CONDITIONS:

1. Only entries of registered Facebook users will be considered in the contest.
2. Cocolife reserves the right to disqualify entries submitted that may contain content that is:
  - a. Defamatory or obscene
  - b. Fraudulent, false, deceptive or misleading
  - c. Otherwise offensive or inappropriate
  - d. Does not conform nor adhere to the mechanics of the contest
3. Entries that do not comply with the contest requirements shall be automatically disqualified from the contest.
4. Cocolife shall have no liability for delayed, corrupted or lost entries.
5. By joining this contest, the participant signifies that they have read, understood and agrees to abide by the Contest Mechanics and the Rules, Terms and Conditions.
6. In case of disputes, the decision of Cocolife is deemed final.
7. Cocolife shall not be liable for and shall be held free and harmless from any losses or damages which the winners may sustain in availing of the prize. All risks of loss, damage, injury or death with respect to the availment and enjoyment of the prize shall be solely for the winners, and no liability whatsoever can be claimed against Cocolife.
8. This contest is in no way sponsored, endorsed or administered by, or associated with Facebook. By participating in this promo, participants agree to abide by and be bound by the Contest Mechanics and the Rules, Terms and Conditions.
9. Acceptance of a prize constitutes permission to use the materials submitted, pictures and the winner's name for advertising purposes without further notice or compensation to the winner and/ or the participants. Use of the person's likeness however, will be subject to the consent of the participant.
10. In no event shall Cocolife, its affiliates or subsidiaries be liable to the participants for any monetary amount greater than the value of the prizes due to the winners under this contest.
11. Cocolife, its affiliates and subsidiaries shall not be liable to the participants in contract, tort or negligence or otherwise for any loss, damage, cost or expense of any nature whatsoever incurred or suffered by the participants and which is of indirect or inconsequential nature, including without limitation any economic loss or other loss.