



# 2021 MILLION MILE MAY CHALLENGE

## OFFICIAL RULES

Bike New York (“Organizer”) is holding the 2021 Million Mile May Challenge (the “Contest”) from May 1, 2021, to May 31, 2021, dates based on your current time zone. Information on how to enter, the prizes, and other Contest information can be found below (“Official Rules”). By registering for the Contest, you acknowledge that you have read and understood these Official Rules, accept and agree to these Official Rules, and represent and warrant that your participation complies with all requirements set out in these Official Rules. You acknowledge that the Contest is a skill-based contest.

By entering the Contest, you also confirm that you will not breach any applicable law regarding your eligibility of entering and participating in the Contest. The Organizer will not be responsible for any participant entering the Contest unlawfully or otherwise in breach of local law. You are advised to check or seek advice on your local law before entering the Contest.

The Organizer reserves the right, in its sole and absolute discretion (subject to applicable law), to: (a) amend or vary any of the terms at any time without prior notice, and by entering the Contest you agree to any such amended terms; and (b) terminate or disqualify any participant from the Contest or reclaim any prize(s) at any time if it is the opinion of the Organizer that there has been a breach of any of the terms by such entrant (whether discovered during or after the end of the Contest).

## WHO MAY ENTER

Participation in the Contest is open to all individuals 18 years of age, as of May 1, 2021, or older. Notwithstanding the above, where your participation in the Contest is prohibited or restricted by law, or your participation in or our promotion of this Contest would violate any applicable law, your registration shall be completely void and no prize will be awarded. Employees of Bike New York and its partners, affiliates, subsidiaries, sponsors, consultants, agents and their employees, officers, directors, and representatives and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related are not eligible. Only participants 18 years of age, as of May 1, 2021, will be eligible to win a prize.

## HOW TO ENTER

There is no registration fee required to participate in the Contest. At the time of registration, participants will have the option to make a donation to Bike New York if they choose. If a \$50 donation is made, the participant will receive a Champion tech t-shirt. If a donation of \$75 is made, the participant will receive a Champion quarter-zip pullover. If a donation of \$115 is made, the participant will receive both the tech t-shirt and the quarter-zip pullover. Unlawful or



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incomplete entries will be disqualified. Limit one entry per person. To register, please follow the following steps:

1. Click [here](#). All you need is a smartphone.
2. Check your email for your Million Mile May Challenge confirmation, which will contain step-by-step instructions for how to get started on Kilter Rewards.
3. Head to your smartphone's app store and download the Kilter Rewards app.
4. Create a free account and select 'Join Event'. The event name is Bike New York's Million Mile May. Enter the code BNYMMM.
5. Now, connect your activity tracker with Kilter Rewards.
6. In the Kilter Rewards app, select Profile.
7. Tap 'Connect Devices'.
8. Choose your preferred app and tap 'Connect'.
9. You're all set and ready to ride!

## CONTEST PRIZES

The prizes/rewards, winner eligibility and value are set forth below. PLEASE NOTE THAT CERTAIN PRIZES/REWARDS ARE LIMITED TO RESIDENTS OF CERTAIN JURISDICTIONS AS SET FORTH BELOW AND AS OTHERWISE SET FORTH IN THESE OFFICIAL RULES (INCLUDING IN THE SECTION ENTITLED, "WHO MAY ENTER"). YOU ACKNOWLEDGE THAT DESPITE YOUR REGISTRATION, PERFORMANCE, OR FUNDRAISING, YOU MAY NOT BE ELIGIBLE FOR CERTAIN PRIZES.

The following prizes will be awarded based on a participant's miles ridden:

<b>Prize</b>	<b>Winner(s)*</b>	<b>Value<sup>1</sup></b>
Digital coupon book	All participants who ride 50+ miles.	Value of discount.
Entry into (2) Local Rides + prize above	All participants who ride 50+ miles.	\$50 + value indicated above
BNY Membership + prizes above	All participants who ride 50+ miles.	\$45 + values indicated above
Free Entry into DHV or TLR - 2022 + prizes above.	All participants who ride 50+ miles.	\$75 + values indicated above

The following prizes will be awarded based on a participant's fundraising:

<b>Prize</b>	<b>Winner(s)*</b>	<b>Value</b>
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<sup>1</sup> Prize values for all prizes are being updated until May 7, 2021. Please check [this website](#) for further updates to these Official Rules.



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Digital coupon book Spot on our social media Wall of Fame	All participants who raise \$50.	Value of discount.
Kryptonite bike lights Entry into (2) Local Rides + prizes above	All participants who raise \$100. Kryptonite bike lights will only be awarded to the first 100 participants to raise \$100.	\$65 + values indicated above
Mystery merch item BNY Membership + prizes above	All participants who raise \$300. Mystery merch item will only be awarded to the first 50 participants to raise \$300.	\$120 + values indicated above
BNY "Season Pass" <ul style="list-style-type: none"> <li>● Entry into DHV <b>and</b> TLR for you and a friend in 2022</li> <li>● VIP Entry for you and a friend into the 2022 FBBT</li> <li>● Entry into FBBT for you and a friend in 2022</li> </ul> + prizes above	All participants who raise \$500.  The VIP Entry will be awarded only to the first 5 people to raise \$500 and the FBBT entry will be awarded only to the next 20 people to raise \$500.	Entry into DHV and TLR: \$395  VIP Entry: \$700  FBBT Entry: \$224  + values indicated above

**NOTE:** If a participant makes a donation during registration, that is **completely separate** and does **not** carry over or make them eligible for the above.

The grand prizes for top five mileage earners and fundraisers are set forth below.

	<b>MILEAGE EARNERS</b>	<b>Value</b>		<b>FUNDRAISERS</b>	<b>Value</b>
<b>1</b>	Primal Gift Card + Sponsor Prize Pack <sup>2</sup>	<b>\$884</b>	<b>1</b>	Primal Gift Card + Sponsor Prize Pack	<b>\$884</b>
<b>2</b>	Sponsor Prize Pack	<b>\$584</b>	<b>2</b>	Sponsor Prize Pack	<b>\$584</b>
<b>3</b>	Sponsor Prize Pack	<b>\$584</b>	<b>3</b>	Sponsor Prize Pack	<b>\$584</b>

<sup>2</sup> Sponsor Prize Pack includes: (1) Manhattan Portage Black Label Bag, (1) Cleverhood Rover Rain Cape, (1) Helmet from Trek, and (1) Vespertine Item (Merino Wool Headband OR Reflective Shoelaces). Trek helmets must be picked up from a Trek retail store in New York or northern New Jersey. If winner is unable to pick up in store, Bike New York will substitute this prize with an item of our choosing. Only US residents are eligible for the Manhattan Portage, Cleverhood, and Vespertine prizes.



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4	Sponsor Prize Pack	<b>\$584</b>	4	Sponsor Prize Pack	<b>\$584</b>
5	Sponsor Prize Pack	<b>\$584</b>	5	Sponsor Prize Pack	<b>\$584</b>

## LIMITATION OF LIABILITY

You acknowledge that you have read and agreed to the terms of the 2021 Million Mile May waiver (“Waiver”). Without limiting the terms of the Waiver, by entering the Contest, all participants hereby release, discharge, and hold harmless the Organizer and its partners, affiliates, subsidiaries, sponsors, consultants, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in the Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

To the fullest extent permitted by law, participants shall indemnify the Organizer, its agents, employees, representatives, associates, affiliates, parent and subsidiary companies against any and all claims, losses, costs, damages, liability and/or expenses arising out of the participant’s breach of any of the Official Rules.

## CONDITIONS

THE CONTEST IS VOID WHERE PROHIBITED. To the fullest extent permitted by law, any provision of the Official Rules that is prohibited or unenforceable in any jurisdiction is ineffective as to that jurisdiction to the extent of that prohibition or unenforceability. That does not affect the validity or enforceability of that provision in any other jurisdiction nor invalidate the remaining provisions of the Official Rules.

You agree that the Contest and any dispute arising out of these Official Rules will be governed by and construed in accordance with the laws of the State of New York without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction). You agree all federal, state/provincial/territorial, and local taxes, fees and surcharges (whether foreign or domestic, and including income, sales, and import taxes) on prizes are the sole responsibility of the prize winners. The Organization will issue a Form 1099-MISC for all participants who win prizes valued in excess of \$600.

The Organizer will verify the validity of any participant (including a participant’s identity and address). Participants will cooperate with the Organizer in all aspects for the verification and the Organizer will disqualify any participant who registers for the Contest that is not in accordance with the Official Rules or who tampers with the registration process. Failure by the Organizer to enforce any of its rights at any stage does not constitute a waiver of those rights.

## RIGHT TO CANCEL OR SUSPEND CONTEST



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The Organizer reserves the right, at its sole discretion to cancel, terminate, modify, or suspend the Contest.

## NOTIFICATION OF WINNER

The winner will be notified by email, using the email address on their registration form, on or about June 10, 2021. If a potential winner does not respond within 10 days following the sending of that email or a prize is returned undelivered, the potential winner is disqualified. If it is necessary to select an alternative winner, the next best performing participant (in terms of points or funds raised, as applicable) will become the winner. The prize is not transferable and no substitutions may be made. EXCEPT FOR THE TREK HELMETS AND PURCHASES MADE AT PRIMALWEAR.COM, VESPERTINENYC.COM, CLEVERHOOD.COM, MANHATTANPORTAGE.COM THE PRIZES INCLUDE ALL SHIPPING AND HANDLING CHARGES. THE WINNERS OF THE TREK HELMETS MUST PICK UP THE HELMETS AT A TREK BIKE SHOP IN NEW YORK OR NORTHERN NEW JERSEY.

## WINNERS LIST

Participants are responsible for complying with these Official Rules. Winners' names will be available online [at this link](#).

## DATA PRIVACY

Participants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules. The data may also be used by the Organizer in order to verify the participant's identity, postal address, and telephone number or to otherwise verify the participant's eligibility to participate in the Contest. Participants have the right to access, review, correct or delete any personal data held by Organizer by writing to [info@bike.nyc](mailto:info@bike.nyc).