



CONTEST RULES:

NO PURCHASE NECESSARY. Open to legal residents of the 50 United States and D.C. who are at least age 18 (or the age of majority in their jurisdiction of residence, whichever is older) upon entry. "Promotion Period" is from 12:00:01am PT on 7/28/18 through 9:00:00am PT on 11/1/18. To enter:

- (i) Detach the entry form provided in your copy of Force of Nature Zine, or download and print PDF linked to www.REI.com/bandana-contest;
- (ii) Tell us your definition of a "Force of Nature" by writing on entry form your proposed tagline that captures the theme of bold, fearless, adventure-seeking, change-making women in the wild;
- (iii) Take a photo of yourself holding the completed entry form (your tagline can be anywhere on the entry form); and
- (iv) Post as instructed below for any one of the following platforms:
 - a. Facebook: (i) Log-in or join Facebook at www.facebook.com (posts must be set to "public" and joining Facebook is free); (ii) Visit www.facebook.com/REI; (iii) on REI's Facebook wall, post the photo of yourself holding your completed entry form (posting on your own wall or newsfeed will not result in an entry); (iv) write out your submitted tagline in the post accompanying the photo; and (v) use the hashtags #ForceOfNature #REIContest in your post; or
 - b. Instagram: (i) Log-in or join Instagram at instagram.com and set your account to "public" (joining Instagram is free); (ii) post a photo of yourself holding your completed entry form; (iii) write out your submitted tagline in the post accompanying the photo; and (iv) use the hashtags #ForceOfNature #REIContest in your post; or
 - c. Twitter: (i) Log-in or join Twitter at www.twitter.com (tweets must be set to "public" and joining Twitter is free); (ii) post a photo of yourself holding your completed entry form; (iii) write out your submitted tagline in the post accompanying the photo; and (iv) use the hashtags #ForceOfNature #REIContest in your post.

Limit 10 total entries (unique taglines); one unique tagline constitutes one entry (limit 1 entry per unique tagline and 1 unique tagline per post; you will receive no advantage for posting the same tagline multiple times). On or about 11/2/18, a panel of judges selected by Sponsor will evaluate each submission to select four winners based on the following Judging Criteria: (1) Consistency of tagline with the theme of bold, fearless, adventure-seeking, change-making women in the wild (40%); (2) Creativity of the tagline in Submission (40%); and (3) The most apt and original tagline in the submission (20%). The 4 winners will each get one \$250 REI gift card, and may have their submission taglines featured on next Force of Nature bandana to be sold and/or distributed to the public at REI's discretion (ARV:\$0). Odds of winning depend on no. and quality of eligible entries. Promotion subject to Official Rules, so visit www.REI.com/bandana-contest-rules for full rules, details, and restrictions. Sponsor: REI, 6750 South 228th Street, Kent, WA 98032.

MAKE YOUR MARK

Submit a tagline for a chance to have your words on one of the coveted corners of the next Force of Nature bandana. Here's how:

1. **Tell us your definition of a Force of Nature** by writing on this entry form your proposed tagline that captures the theme of bold, fearless, adventure-seeking, change-making women in the outdoors.
2. **Snap a pic** of yourself holding this completed entry form and share it with us on Facebook, Instagram or Twitter. Write your tagline in the caption and use the hashtags **#ForceOfNature #REIContest**. Facebook entries have to be posted directly to REI's Facebook wall (no personal timelines or newsfeeds). See rules for full details.

#FORCEOFNATURE