



The Yakima County Development Association (YCDA) invites photographers to enter the **2010 LiveYakimaValley Photo Contest**. You must read the following rules, terms and conditions before submitting any photos!

The **LiveYakimaValley Photo Contest** (the "Contest") is open to ALL amateur photographers. Employees of YCDA and their families are not eligible to win.

WHAT TO ENTER: We are looking for striking digital images celebrating the beauty and unique character of the Yakima Valley. Pictures should be of Valley landmarks, events, places, parks or other subjects that capture the essence of what makes this area such a great place to live, work, play and grow. The Yakima County Development Association is asking contestants to submit photos in one of the following four prize categories:

- ⇒ **Celebrating our Culture and Heritage**
- ⇒ **Scenic Landscapes**
- ⇒ **Sports and Recreation**
- ⇒ **Food and Entertainment**

YOUR RIGHTS: You will retain all rights to any photograph you submit -- including ownership if applicable -- other than those rights licensed in the next sentence. By entering the contest, you hereby grant to the Yakima County Development Association (i) a nonexclusive, worldwide, irrevocable license to reproduce, distribute, and publicly display the photographs you submit to the Yakima County Development Association, (ii) the right to use your name, city, state and country of residence in promotions and other publications, (iii) the right to modify the photographs as the Yakima County Development Association deems appropriate in its sole discretion

LOCALITIES: We are seeking photographs taken in Yakima County. Photographs taken outside of this region should not be submitted for this contest and will not be considered. Photographers must enter their photo(s), identify the photo's prize category, and indicate the locality or area in which the image was taken. Judges reserve the right to move images from one category to the other based on eligibility.

HOW TO ENTER: Contestants can submit up to five (5) photos. Each contestant must:

1. Submit contest photos via email to info@ycda.com. **All contestants should put "LiveYakimaValley Photo Contest" in the email's subject line.**
2. Formally approve the contest rules by inserting the following statement into email(s) containing photo entries:
 - ⇒ By entering the contest, I hereby grant to the Yakima County Development Association (i) a nonexclusive, worldwide, irrevocable license to reproduce, distribute, and publicly display the photographs you submit to the Yakima County Development Association, (ii) the right to use my name, city, state and country of residence in promotions and other publications, (iii) the right to modify the photographs as the Yakima County Development Association deems appropriate in its sole discretion

3. Identify the photo's category, Caption information including contestant's name, contact information, photo location and photo prize category must be included in the email submission.

ELIGIBILITY AND JUDGING: To ensure eligibility for the contest, entries must have a resolution of 5 million pixels or greater (5 megapixels). Resolution can be calculated by multiplying the pixel width of the image with the pixel height. For example, a photograph taken with a 5 megapixel camera set for high resolution and best quality produces images that are 2750 pixels by 1815 pixels, which are acceptable under the rules (2750x1815 = 5 million). Images that do not meet this standard may or may not be judged at the judging panel's sole discretion.

Entries may originate in any format -- including, but not limited to digital files, digital prints, color transparencies, color prints, or black and white prints -- so long as they are submitted electronically in a **“.jpg, RBG format”**. Previously published material for which non-exclusive rights were granted may be entered as long as you still maintain the right to grant us a license (see "Your Rights" above). You must be able to disclose when and where the photo appeared previously to The Yakima County Development Association upon request.

Photographs that include sculptures, statues, paintings, and other works of art will be accepted as long as they do not constitute copyright infringement or fraud. When photographing the work of others, it must be as an object in its environment and not a full-frame close up of another person's art.

The photograph, in its entirety, must be a single work of original material taken by the Contest entrant. By entering the Contest, entrant represents, acknowledges and warrants that the submitted photograph is an original work created solely by the entrant, that the photograph does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim or interest in the photograph.

The photograph must not, in the sole and unfettered discretion of The Yakima County Development Association, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.

Images will be judged on originality, technical excellence, composition, overall impact, artistic merit and effectiveness in conveying the beauty and/or the unique character of the Yakima Valley. The judges will be a group selected by YCDA, and area experts in photography.

The Yakima County Development Association shall determine winner eligibility in its sole and absolute discretion. All decisions made by the judges are final.

DEADLINES: Deadline for submitting entries is **5:00 pm Pacific Daylight Time on Friday July 9th, 2010**. Entries can be submitted between May 7th and July 9th, 2010. Entrants may be asked to submit a paragraph about the story behind the photo anytime after June 18th. Winners will be announced on or before July 23rd, 2010.

The Yakima County Development Association reserves the right to adjust any deadline(s) as the result of causes beyond its immediate control.

WINNING PHOTOS: Prizes for photos will be awarded for the top three entries in each category (ex. Celebrating our Culture and Heritage). All prize winners will be celebrated and their work featured at an upcoming event.

The four Grand Prize winners will each receive: \$250 cash and a professionally framed 8x10 of their winning entries.

The four Second prize winners will each receive \$125 cash.

The four Third prize winners will each receive \$75 cash.

YCDA may also award \$20 for photo entries that did not receive top prizes but are nonetheless of value to the association. YCDA may also elect to not award certain prizes in the event that the contest does not generate enough entries.

LEGAL CONDITIONS: By entering this contest, you agree to the following legal conditions.

By entering, participants warrant that his or her entry materials are original, meet the requirements of the rules, terms and conditions of this contest, do not infringe on any third party's rights, and that participant has obtained any necessary permissions from any third party if a third party or third party's property appears in the photograph (Photo contest winners may be asked to provide a model release from third parties in their photos). The Yakima County Development Association, Inc. reserves the right to disqualify any entry if it finds in its sole discretion that any of the foregoing warranties are not true. Decisions of The Yakima County Development Association, Inc. shall be final and binding.

Employees and Board Directors of the Yakima County Development Association and their families are not eligible to win.

QUESTIONS: Questions and inquiries about contest rules can be directed to:

David McFadden – President
Lisa Smith – Business Development Director
Yakima County Development Association
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info@ycda.com
509-575-1140