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**YOUR SMILE IS OUR PASSION®**

## **2021 Susan Dennis, DDS COVID-19 First Responder \$10,000 Smile Makeover Contest Official Rules**

1. **NO PURCHASE NECESSARY TO ENTER:** A purchase will not increase your odds of winning. All federal, state, local and municipal laws and regulations apply. Void where prohibited.
2. **SPONSORS:** Susan Dennis, DDS COVID-19 First Responder Smile Makeover Contest is sponsored by Dr. Susan Dennis of Susan Dennis, DDS. Selection of winners and all other aspects of the Contest shall be final and binding on entrant in all respects. Dr. Susan Dennis nor Susan Dennis, DDS are responsible for typographical printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest.
3. **ELIGIBILITY:** The Contest is open to individuals 18 years or older at the time of entry and is only open to legal residents of the United States, void where prohibited. Entrants must be able to provide proof of employment as a first responder in the COVID-19 crisis (December 2019 – current). First responders can include, but not limited to, healthcare workers, fire fighters, law enforcement, or anyone who can prove their direct involvement fighting the COVID-19 pandemic. Employees of Susan Dennis, DDS and the immediate family members of, and any persons domiciled with such employees, are not eligible.
4. **ENTRY:** The Contest begins at 12:01 a.m. (E.S.T.) on February 1, 2021, and all entries must be received by 11:59 pm (E.S.T.) on February 28, 2021. Individuals may enter this Contest by filling out the Official Entry Rules. Limit one entry per person. Dr. Susan Dennis and Susan Dennis, DDS reserve the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest.

### **Official Entry Rules**

- i. Participant must read and agree to official contest rules prior to submitting their application.
- ii. Fill out and submit the Smile Makeover application available at [www.mydrdennis.com/special-events](http://www.mydrdennis.com/special-events), including:
  - a. Full name, date of birth, phone number, street address and email address
  - b. Verification of employment as a first responder during the COVID-19 crisis (December 2019 – current)

- c. Two photos: one smiling headshot and one close-up smiling photo
  - d. 300 words or less why you/your nominee should be chosen to win a smile makeover
  - e. How you heard about the contest
5. PRIZE: One grand prize winner will receive a “Smile Makeover” valued at up to \$10,000. Winner will be selected by a Susan M. Dennis, DDS committee. Winner will be chosen on March 21, 2021. Winner may receive services deemed necessary and applicable by Dr. Susan Dennis.
6. WINNER NOTIFICATION AND ACCEPTANCE: Winner will be announced on Facebook and Instagram @susandennisdds on or around March 22, 2021. Winner will be contacted by phone, email and/or U.S. mail. The winner will be required to attend a screening visit and have an examination performed by Dr. Susan Dennis to determine best treatment plan. The initial examination appointment must be completed within four (4) weeks upon notification as a winner. If winner does not respond to notification within three (3) days, such potential winner will be disqualified and an alternate winner will be selected. Provided a sufficient number of eligible entries are received, forfeiture of the prize and selection of an alternate winner may occur if the initial winner: (1) fails to respond to a notification (with all requested information) within the required time; (2) is sent an email notification that is returned as undeliverable after three (3) attempts; notification/documentation that is returned as undeliverable for any reason; (4) is deemed ineligible or cannot be notified or contacted; (5) is unable to provide satisfactory proof that he/she is a first responder during the COVID-19 crisis (6) is not available to have procedures performed on the date and times specified by Susan M. Dennis, DDS; or (7) fails to respond to any other required time periods or is otherwise not in compliance with the Official Rules.

Winners are solely responsible for reporting and payment of any taxes on prizes. Winner will be solely responsible for all necessary travel and other expenses incurred in connection with accepting the treatment.

7. PARTICIPATION: By participating, entrants agree to be bound by these Official Rules.
8. COPYRIGHT: By entering the Contest, each entrant grants Susan M. Dennis, DDS an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the entrant’s submitted entry, in whole or in part, for any purpose and in any manner or media now known or hereinafter developed (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. If his/her entry is selected as the winning entry, entrant will sign any additional license and release that Susan M. Dennis, DDS may require to provide that Susan M. Dennis, DDS may use entrant-winner’s name, biographical information, picture/photograph likeness (including before, during and after photographs), video footage and/or voice, for advertising and promotional

purposes without further consideration to entrant-winner in connection with entrant-winner's use and acceptance of the prize.

9. **LIMITATIONS OF LIABILITY:** By entering the Contest, entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action, and entrant waives his or her right to a jury trial for such disputes, claims, and causes of action; (2) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees; and (3) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT SUSAN M. DENNIS, DDS AND THEIR OFFICERS, DEIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY.
  
10. **CONSTRUCTION:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and Susan M. Dennis, DDS shall be governed by, and construed in accordance with the laws of the State of Michigan, without giving effect to any choice or law or conflict of law rules or provision, The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the valid or enforceable provision was not contained therein.
  
11. **GENERAL RELEASE:** By entering the Contest, entrants release Susan M. Dennis, DDS, and any other promotional sponsors, and each of their respective affiliated companies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).

Warranty of the dental work: Any dental work completed by Dr. Susan Dennis, is warrantied for one year calendar year. Any failures or damage incurred after one (1) year will not be covered under this warranty. Dr. Susan Dennis of Susan M. Dennis, DDS

will repair or replace, at her discretion, anything that is damaged within the one year time frame due to breakage. This limited warranty does not cover damage caused by decay, accident, trauma, neglect, or improper use (clenching, grinding, chewing ice, opening bottles with teeth, biting non-food items, etc.). This warranty does not cover any completed work or future work related to dental implants, abutments, or implant crowns. Additionally, the warranty is considered null and void if the patient fails to adhere to the recommended periodic continuing care appointments. Biannual continuing care appointments must be completed at Susan M. Dennis, DDS for the first year in order for the warranty to remain valid. Continuing care appointments must be paid for at the expense of the patient and are not part of the Smile Makeover Contest.

By submitting Contest application, the entrant confirms that he/she has read and understands the Official Rules and eligibility requirements for the COVID-19 First Responder \$10,000 Smile Makeover Contest Official Rules.