

Official Rules & Search Etiquette

NO PURCHASE NECESSARY.

The 'treasure' is a small acrylic square containing the Nevada Day Treasure Hunt message. The treasure is hidden on public property somewhere in Carson, Churchill, Douglas, Lyon, Mineral, Storey, or Washoe county. It is not buried and no structure needs to be disturbed or climbed to find it. Please confine hunting to daylight hours. Clues will highlight Northern Nevada's colorful past (and present). Clues will be given daily, Monday through Friday. The first clue will appear Monday October 3, 2011 online or in a paper edition of the Nevada Appeal.

THE PRIZE STRUCTURE: Find the treasure and win \$500. If you have registered online at www.nevadadaytreasurehunt.com, an additional \$500 will be awarded. The registered individual must redeem the medallion to receive the additional \$500. TOTAL VALUE of the prize package: Up to \$1000. Income, sales and other taxes, if any, are the sole responsibility of the winner. Prizes are not transferable and there are no substitutions except by sponsors in case of unavailability, in which case a prize of equal or greater value will be awarded. Registrations must be received by October 14, 2011. ONLY ONE ENTRY PER PERSON. Not responsible for late, lost or misdirected e-mail. Entrants must be Nevada residents and 18 years of age or older as of October 3, 2011 to participate. Employees, distributors, divisions, partners, dealers or sub-contractors of W.I.N., Inc., Nevada Day, Inc., the Nevada Appeal, their agents, representatives and families are not eligible. Acceptance of the prize constitutes agreement by the winner to the use of his/her name and photo for promotional purposes.

THE WINNER may be required to execute an Affidavit of Eligibility and Liability/Publicity Release. The winner, by acceptance of prize, agrees to release W.I.N., Inc., Nevada Day, Inc., the Nevada Appeal, and their members, affiliates, partners, suppliers, distributors, divisions, dealers, subcontractors and ad agencies from all liability, claims or actions whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in and/or traveling to any prize-related activity.

IF YOU FIND THE TREASURE, bring it to the Nevada Appeal, 580 Mallory Way in Carson City between 8am and 5pm, Monday through Friday. Contest is subject to all federal, state and local laws and is void outside the state of Nevada and where prohibited. The treasure (acrylic square) must be redeemed in order to win. If, after the 15 clues are published, the treasure is not redeemed by 5pm October 24, 2011 the contest will terminate and no prize will be awarded. By entering this contest you acknowledge having read these rules and agree to be bound by them.

Search Etiquette

1. Confine your search to daylight hours and public property.
2. Respect all property and the environment.
3. Obey any and all posted signs.
4. Remember that the medallion is not buried and no structure needs to be disturbed or climbed to find it.
5. Use common sense.
6. Get to know other treasure hunters and most of all have FUN!!!