

**Alcohol Coalition Committee (ACC)**  
**Office of Communications**  
**The Keller Center**  
**Office of the Vice President for Campus Life sponsor**

**Princeton's first ACC iPhone app contest**  
<http://www.princeton.edu/campuslife/acc/iphone/>

**Purpose:** to create an interactive alcohol educational app based on the *Just the Facts* booklet for iPhones and other mobile devices.

**Target audience:**  
High school and college students

**Information:**  
Based on *Just the Facts* booklet absent the Princeton specific data

**Format:**  
Interactive and static searchable information about alcohol and high-risk drinking

**Distribution:**  
Through the Alcohol Coalition Committee (ACC) to Princeton students, peer institutions and Princeton Borough and Township partners

**Winning app:**  
Will be credited on the app on all publicity

**Entries**  
Submit entries to [acc@princeton.edu](mailto:acc@princeton.edu) and include:

- Name and class year
- A brief overview of the project and design of app
- Affirm agreement with these contest rules
- The URL from which your work can be viewed or downloaded

**Sponsors**  
The alcohol education iPhone app contest is sponsored by the Alcohol Coalition Committee, the Office of the Vice President for Campus Life, the Office of Communications and the Keller Center of Princeton University.

## Contest Rules

- Upon receipt of the application e-mail, project design scope and affirming adherence to the contest rules, the ACC will send an e-mail confirming participation.
- Use *Just the Facts* <http://www.princeton.edu/campuslife/acc/brochure/> as the primary information source **absent ALL Princeton specific data** (additional alcohol educational information may be included)
- Submissions may be in any form of moving image or sound as limited by the technical requirements notice.
- Winner will facilitate and prepare app for distribution on mobile networks.
- Submitting parties (“entrants”) must satisfy one of the following conditions: 1) entrants must be the sole creator(s) and copyright owner(s) of any and all portions of the work OR 2) entrants must produce proof of permission (via license agreement or written acknowledgement signed by all applicable owners) to use any and all portions of submissions that incorporate material owned by third parties AND must clearly demarcate or otherwise identify such third-party material. If you are uncertain about your right to use third-party materials in your entry, please consult the copyright holder. Materials that infringe on the rights of any third party will be disqualified. Any submissions developed through the substantial use of third-party material may be ineligible for the competition. Incomplete, illegible or unintelligible entries will not be considered. As further described in the liability clause below, Princeton University, its employees, officers, trustees, agents, partners, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and legal advisers will not be responsible for any errors that may occur in the transmission of any entry.
- By participating in the contest, all entrants agree to be bound by all of the terms and conditions set forth herein.
- All fields designated as required on the page for submission must be completed before submitting an entry.

## Judging

The contest will be judged by representatives of the Alcohol Coalition Committee, the Keller Center and the Office of Communications. Decisions of Princeton are final in all matters relating to the contest. Points will be awarded on an overall scale of 1 - 10 based upon the following criteria:

- Success in meeting apparent purpose
- Technical skill
- Creativity and innovation
- Aesthetic and practical design
- Functionality for public users

## **Disqualification**

Princeton may, in its sole discretion disqualify any entrant for its failure to comply with any of these rules or for any other reason. Disqualified entrants shall not be entitled to reimbursement for any costs that they may have incurred in connection with this contest.

## **Prizes**

The winner will be announced on April 5. In the event that the winning entrant is disqualified or the author of the multimedia file withdraws from the competition, the first runner-up will become the winner of the contest.

## **Rights**

### Promotional Use:

Upon agreeing to participate in the contest, you assign to Princeton ownership in all copyrights and other intellectual property relating to the entry that you submit for the contest.

Accordingly, Princeton shall have the right to use, reproduce, publicly or privately perform, display, broadcast, distribute and transmit your submission, digitally or otherwise in all media and formats that are known or hereafter devised, as well as the right to revise, modify or edit your submission as is technically necessary to exercise the foregoing rights in other media or formats.

### Use of Winners' Name and Likeness

Winners agree to be identified as the creator of the material. Princeton, at any time, has the right to use the entrant's name, voice, photograph and/or likeness in print, broadcast or other forms of distribution now known or later developed without further payment or consideration.

### Liability

If for any reason the contest is not held as planned for any reason, including without limitation, incidents of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or other factors that corrupt or affect the administration, fairness, security, integrity or proper conduct of this contest, Princeton reserves the right to suspend or cancel the contest.

Entrants agree to release, discharge, indemnify and hold harmless Princeton and all prize providers, and the officers, directors, trustees, employees and agents of each, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in the contest or any contest-related activity, including any claims relating to use misappropriation or disclosure of any materials submitted by such winner or entrant.

Alcohol Coalition Committee

<http://www.princeton.edu/acc>

Office of Communications

<http://www.princeton.edu/communications/>

The Keller Center

<http://blogs.princeton.edu/kellercenter/index.html>

Office of the Vice President for Campus Life

<http://www.princeton.edu/campuslife>