



## My Credit Union Rocks

### Photo & Video Contest 2017

#### Details, Directions, Rules, and Disclosures

Welcome to GE Credit Union's *My Credit Union Rocks Written & Video Testimonial Contest*: The contest that asks you to show us how your life has been positively affected by your membership with GE Credit Union.

Whether you've just started your relationship with us, or you've been with us through the years with a variety of products and services, we'd like to know: **How has GE Credit Union helped you?**

Did GE Credit Union make a special trip possible with our VISA credit card offerings? Have we helped you plant roots in your community with a great home loan? Or maybe GE Credit Union has been with you since your financial journey was just beginning, helping you grow and save for a well-deserved retirement.

However GE Credit Union has helped grow and change your life, we would love for you to share your story, pictures and/or video with us. Oh, and did we mention **you could win an Amazon Echo Show?\***

#### The Details and Directions

- The Contest is GE Credit Union's way of getting to know our members better and find out how their lives have been positively affected by their relationship with us.
- The images and stories collected will be used for branding, marketing, and advertising purposes for the credit union (see *the Rules & Disclosure information* below for permission and other pertinent information).
- **\*One** (1) member winner will be chosen from the Photo and/or Video entries and will be awarded with an Amazon Echo Show. Current GE Credit Union staff and their immediate household family members are not able to participate in this contest.
- All entries will be reviewed and judged by designated GE Credit Union persons only.
- Entries will be judged on elements such as creativity, detail, storyline, and so on.
- **Important Note:** Please take your privacy and other's into consideration. Do not show items such as your personal/account information or number(s) (example: your credit or debit card account numbers). If you are filming your entry and are doing so outside of your own personal location (e.g. your home, in your car, at your friend's house, etc.), make sure to ask permission to film in any company's location and/or of any "strangers" or children that will appear in your video footage.



## The Rules and Disclosures

- **The *My Credit Union Rocks* Photo & Video Contest runs until November 19, 2017.**
- **All entries are due to GE Credit Union no later than 11:59PM (Pacific Time) on Sunday, November 19, 2017. Any entries received after this date and time will not be eligible to win but will be kept by the credit union and may be used for marketing, advertising and/or branding purposes in the future.**
- Only existing credit union members may enter.
- All entries must be submitted either electronically via an email with attachments to [marketing@MyGECreditUnion.com](mailto:marketing@MyGECreditUnion.com): should your file size be larger than 5 MB, you can use online file-sizing and sending options such as [www.yousendit.com](http://www.yousendit.com) to ensure your entry gets to us), or via CD mailed to GE Credit Union, Attention: My Credit Union Rocks Contest, 265 Sun Way, Milford, CT 06461, or dropped off at one of our branch locations.
- Photos must be submitted in a jpeg format. **The preferred image size is 3"x5" inches at 300dpi. Images less than 3"x5" at 150dpi are not eligible.** Saving or submitting each photo with a brief caption is recommended.
- Videos may be submitted in any kind of movie file format – preferably in a Windows format. All videos must be less than 3 minutes in length.
- Stories and explanations of what's in the photos must be submitted in either a Word document or within the body of an email. You may provide a written explanation of what's in your video before we view your video entry/story, or you may film your explanation along with the story on your video.
- Any images (photos or video) submitted of people under the age of 18 must have a permission statement by a parent or guardian stating they authorize GE Credit Union to view and possibly use the image(s). The permission statement must be in writing within a Word document or the body of the email. For example: *"I, Joe Smith, father of Sara Smith shown in the pictures/video I'm submitting, allow GE Credit Union to view and possibly use her image for branding, marketing and advertising efforts."*
- **Please Note:** The credit union will *never* sell or share your photo(s), video or stories with any unauthorized outside parties or companies. All photos and videos received will be kept by GE Credit Union. By submitting a photo or video, you give consent for GE Credit Union to use these in future efforts. This could include posters, billboards, YouTube videos, Facebook, statement inserts, website ads and radio or television commercials, among other things.

Should you have any questions, please **only** email your questions to [marketing@myGECreditUnion.com](mailto:marketing@myGECreditUnion.com). Someone will get back to you within two business days.

Thank you for participating in this fun and exciting *My Credit Union Rocks* Contest! We look forward to getting to know you better and sharing your stories with the rest of the GE Credit Union family.