



International Credit Union (ICU) Day - Dreams Come True Story Story & Photo Contest 2017 Details, Directions, Rules, and Disclosures

Welcome to WyHy's *International Credit Union (ICU) Day® - Dreams Come True Story & Photo Contest*. The contest that asks you to show us how we have helped make a dream of yours comes true.

Did WyHy make a special occasion possible with our VISA Credit Card offerings? Were you able to get a personal loan and finally take that great vacation. Or has retirement become a reality thanks to our Wealth Management services?

However WyHy has helped with a dream of yours, we would love for you to share your story with us. **Oh, and did we mention you could win \$100?!***

The Details and Directions

- The Story & Photo Contest is WyHy's way of hearing about how WyHy has helped make a dream of yours come true.
- 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).
- ***Two** (2) member winners will be chosen from the Story & Photo entries. Each will be awarded with a \$100 VISA Gift Card.
- Current WyHy staff and their immediate household and family members are not able to participate in this contest.
- Members must provide a story (with photo/video optional) to be considered for entry into the contest.
- All entries will be reviewed and judged by designated WyHy persons only.
- Entries will be judged on elements such as creativity, detail, storyline, and so on.
- **Important Note:** Please take your privacy and others 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

- **ICU Day - Dreams Come True Story & Photo Contest** runs from October 16 - October 23, 2017
- **All entries are due to WyHy no later than 11:59PM (Mountain Time) on Monday, October 23, 2017. Any entries received after this date and time will not be eligible to win the Story & Photo Contest awards, but will be kept by the Credit Union and may be used for marketing, advertising, and/or branding purposes in the future.**

WyHy.org (800) 442-2392

**Cheyenne
Casper**

P.O. Box 20050 • 1715 Stillwater Avenue, Cheyenne, WY 82009 • Fax (307) 638-4201
P.O. Box 2930 • 1521 Centennial Court, Casper, WY 82609 • Fax (307) 234-2389



- Winners will be notified via email on or around October 30, 2017.
- Only existing Credit Union members may enter.
- All entries must be submitted either electronically via an email with attachments to marketing@WyHy.org (should your file size be larger than 10 MB, you can use online file-sizing and sending options such as www.hightail.com to ensure your entry gets to us), via our social media pages by posting and using #WyHyDreams ([Facebook](#) and [Twitter](#)), or mailed to WyHy, Attention: ICU Day - Dreams Come True Story, 1715 Stillwater Avenue, Cheyenne, WY 82009, 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.
- Stories and explanations of what's in the photos must be submitted within the body of an email, social media post or a Word document. If submitting a video entry, you must 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) submitted of people under the age of 18 must have a permission statement by a parent or guardian stating they authorize WyHy to view and possibly use the image(s). The permission statement must be in writing within the body of the email or Word document. For example: *"I, Joe Smith, father of Sara Smith shown in the pictures/video I'm submitting, allow WyHy 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 WyHy. By submitting a photo or video, you give consent for WyHy 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@WyHy.org. Someone will get back to you within two business days.

Thank you for participating in this fun and exciting **ICU Day - Dreams Come True Story & Photo Contest!** We look forward to getting to know you better and sharing your stories with the rest of the WyHy family.

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