



America Is Your Park

Frequently Asked Questions

General Contest Questions

Q. What is *America Is Your Park*?

A. Coca-Cola is calling people out to their favorite park to vote this summer in the third-annual *America Is Your Park* campaign. Park lovers like you can vote for your favorite park to win the title of “America’s Favorite Park” and a \$100,000 recreation grant. The grant is provided to help restore, rebuild or enhance activity areas in parks where people can play and be active

Q. Is there only one winner?

A. Only one park will receive the title of “America’s Favorite Park,” but recreation grants will be given to the three parks that receive the most votes by the end of the competition. Grants will be awarded in the following amounts: First place – \$100,000; Second place – \$50,000; and, Third place – \$25,000. Also, a \$15,000 grant will be awarded, at random, to a lucky park that comes in 4th to 25th on the leader board by the end of the contest. These recreation grants are made possible by the Coca-Cola Live Positively initiative.

Q. How can the winning parks use the grants?

A. These recreation grants are provided to help restore, rebuild or enhance activity areas in parks where people can play and be active. But it’s ultimately up to winning parks to determine their exact needs. It could be a new bike path, basketball court or a park makeover.

Q. When does the contest begin?

A. Voting officially begins at 12:00 a.m. (midnight) Eastern Time on Wednesday, May 23, 2012.

Q. When does the contest end?

A. Voting officially ends at 11:59 p.m. Eastern Time on Sunday, July 15, 2012.

Q. Where can I find complete contest rules?

A. The official contest rules are available at LivePositively.com/parks.

Q. When will the winning parks be announced?

A. Once the voting ends on July 15, 2012, the votes will be tallied and verified. Winning parks will be announced publicly in August 2012.

Q. What happens in the event of a tie?

A. In the case of a tie between two or more parks, we will compare the total number of unique foursquare “check-ins” for each of the tied parks. The park with the highest number of unique “check-ins” will be deemed the winner.

Voting and Campaigning Questions

Q. How can I vote?

A. You can vote online or on your smartphone at LivePositively.com/parks, where your action will trigger one (1) vote for your favorite park. You can also earn 100 votes each time you “check in” from your favorite park via foursquare. But before going to the park to “check in,” you have to first create a foursquare account and then visit LivePositively.com/parks to link it to the website. Once you accept the permissions, you are ready to vote from the park.

Q. Why are foursquare “check-ins” worth so many more votes than going online?

A. Parks offer great places for families to be active together. The *America Is Your Park* campaign is encouraging people like you to go to the park, be active and help your favorite win big this summer. You can give your park an even bigger boost toward winning one of the recreation grants by going to LivePositively.com/parks to learn how you can “check in” from the park.

Q. Can anyone vote for their favorite park?

A. People voting for “America’s Favorite Park” have to be legal residents of the 50 United States (and Washington, D.C.) who are at least 13 years old and residing in the United States at the time of participation. The contest is void where prohibited by law. Additionally, votes generated by script, macro or other automated means that allows a voter to bypass security verification will be void.

Q. Can I log on to see how my park is doing throughout the contest?

A. Yes. If you visit LivePositively.com/parks, there are two ways to see how your park is doing. If you click on the “Vote” screen, you can find and select your park. Each park’s total votes and standing will be listed. Additionally, if you click on the “Leaderboard” tab you can view the number of votes for the 25 leading parks.

Q. How many times can I vote online?

A. You can vote as many times as you like online or with your smartphone at LivePositively.com/parks. Any votes generated by script, macro or other automated means that allows a voter to bypass security verification will be void.

Q. How many times can I “check in” via foursquare?

A. You can “check in” to a park as many times as permitted by foursquare. Per current foursquare guidelines, you are only allowed to “check in” once per 15-minute period, three times per hour and 28 times each day from any one location. Any “check-ins” generated automatically, or otherwise not in accordance with foursquare or the *America Is Your Park* contest rules, will be void.

Q. How do I tell my friends about the program and ask them to vote?

A. There are several ways to encourage your friends to vote. First, you can share which park you voted for via Facebook and share the campaign hashtag “#VoteParks” on Twitter. Second, you can download the toolkit materials from LivePositively.com/parks to rally your community and encourage others to vote.

Q. Can I vote from my mobile device?

A. Yes. Please visit LivePositively.com/parks using the web browser on your mobile device, click on the “Vote for your park” link and you can find your park and submit a vote. Each vote submitted on the website via your smartphone will count as one (1) vote for your park.

foursquare Questions

Q. What is foursquare?

A. foursquare is a location-based social networking application to share where you are, who you are with and what you like about a certain place – all from your smartphone. foursquare also allows users to unlock deals at certain locations and find nearby places that your friends have visited.

Q. How does voting through foursquare work?

- A.** Follow these easy steps to vote from your favorite park using foursquare (if you already have the app on your phone, skip to Step 3):
- **Step 1:** Go to <https://foursquare.com/download> to download the free foursquare application to your smartphone.
 - **Step 2:** Set up a foursquare account.
 - **Step 3:** Follow the directions on the LivePositively.com/parks desktop or mobile site to register your foursquare account with the campaign site and accept the application permissions.
 - **Step 4:** Now you're ready to go to the park and vote! Once you're there, voting is as easy as pulling out your smartphone, opening the foursquare app and "checking in."

Remember, each foursquare "check-in" is worth 100 votes, so get to the park and vote today.

Park Eligibility Questions

Q. What are the guidelines for a park being included in the contest?

A. Only national, state or local, public parks located in one of the 50 United States (or Washington, D.C.) are eligible for participation. Parks located at schools, apartment complexes, hotels, private residential subdivisions, for-profit businesses, dog parks, RV parks, parks still in development or under new construction and any other like entity will not be eligible, even if they appear in the database on LivePositively.com/parks. In addition, parks that have won first-, second- or third-place grants in previous years are not eligible to participate or win this year. We have removed these parks from the database available through LivePositively.com/parks. Please read the full contest rules at LivePositively.com/parks to determine if your park is eligible.

Q. My park is really small. Can it win the contest?

A. Any park, big or small, can win! The contest is open to national, state and local public parks, no matter the size – it just has to meet other requirements specified in the rules. If your park is located at a school, apartment complex, hotel, private residential subdivision, for-profit business, dog park, RV park, still in development or under new construction or any like entity, then it is not eligible. Please read the full contest rules at LivePositively.com/parks to determine if your park is eligible.

Website Questions

Q. Do I need to log-in to Facebook to vote on the *America Is Your Park* page?

A. No, you do not have to log-in to Facebook to vote for your favorite park. While you will be able to log-in to Facebook and vote on the *America Is Your Park* page, it is not required. Your votes will count whether you log on or not.

Q. What campaigning tools are available on the website?

A. Campaigning for your favorite park has never been easier! There are several helpful, downloadable tools located on LivePositively.com/parks for you to share with your friends, family and communities to encourage them to vote. Among the tools are tips for hosting events in the park to help your favorite win even more votes toward the big prize. Just imagine the impact a new playground, bike racks or even a complete makeover can have on your favorite park and entire community.