**TERMS AND CONDITIONS – BE IN THE LINE UP**

1. Acceptance of these terms and conditions is a condition of entry and the entry instructions form part of these terms and conditions. By entering into the Be in the Line Up competition (**Competition**) you agree to be legally bound by these terms and conditions. The Promoter reserves the right, at its discretion, to exclude entrants and/or any winner if he/she does not comply with any of these terms and conditions.
2. The Competition is open to all UK residents aged 18 or over excluding employees of the Promoter, its associated companies, families, agencies or any other persons to whom it is professionally connected.
3. To enter the Competition, any time between Wednesday 17 September 2014 and Friday 17 October 2014, entrants must:
   * 1. be a current student at either:
        1. The University of Leeds (**Leeds Student**);
        2. The University of Manchester (**Manchester Student**); or
        3. Newcastle University (**Newcastle Student**),
     2. ‘follow’ or already ‘follow’ @adidasUK on Twitter;
     3. take a photograph featuring themselves wearing at least one visible article of adidas Originals product that ‘demonstrates their style’ (**Street Style Selfie**);
     4. tweet their Street Style Selfie via their Twitter account; and
     5. include in the tweet the Twitter handle @adidasUK and one of the following hashtags (#):
        1. if a Leeds Student ‘#allinforleeds’;
        2. if a Manchester Student ‘#allinformcr’; or
        3. if a Newcastle Student ‘#allinforncl’.
4. Internet or Wi-Fi access required.
5. No purchase necessary.
6. One entry only per person and per Twitteraccount. If more than one entry is received only the first entry will be accepted. Any entry made using false or dishonest information will be disqualified.
7. The Promoter reserves the right to refuse any entry from any entrant if their Street Style Selfie contains any products of or reference to the Promoter’s competitors and/or any entrant whose Twitter account and/or Street Style Selfie contains material which is offensive (including the use of foul language) or defamatory, or incites and/or promotes violence or hatred or which discriminates, threatens or infringes the rights of third parties, or which the Promoter deems in its sole discretion to be otherwise unacceptable.
8. Any entries not meeting the above criteria and the specific terms of entry for the Competition shall be invalid. The Promoter will not be liable for any entries which are not received or which are corrupted for any reason.
9. By entering the Competition, you agree to grant an irrevocable and royalty free licence to the Promoter to use your name, photograph (including Street Style Selfie), video, voice recording and general location for publicity, news and promotional purposes in any and all media during this and any future promotions or advertising.
10. Entrants to the Competition can retract their submitted Twitter entry by ceasing to ‘follow’ @adidasUK on Twitter.
11. There will be 15 prize winnerswho will each win the opportunity to attend the adidas store in their respective university city on Thursday 23 October 2014 (subject to confirmation by the Promoter), in order to:
    * + 1. receive a styling session with the adidas Brand Ambassador for their university who will advise them on their fashion needs; and
        2. redeem store credit to a value of £200 (**Store Credit**),

(collectively **Prize**).

1. By accepting the Prize, the winners agree to allow a representative of their university’s student newspaper to take photographs of their styling session and to conduct with them an interview about their style. Such photographs and interviews may subsequently feature in an editorial in the next edition of the relevant student newspaper.
2. Student ID required. The Promoter reserves the right to exclude any winner who cannot produce a valid student card to a member of store staff. The Promoter will not be liable in the event that any entrant loses or otherwise cannot produce their student card prior to redemption of the Prize.
3. The Promoter will liaise with the winners in order to confirm the time at which the Prize is to be redeemed. The winners acknowledge that the availability, dates and times of the Prize are subject to change, at the discretion of the Promoter. The Promoter will not be liable in the event that any winner is not available on or around the date and/or time notified to them by the Promoter.
4. The Store Credit must be redeemed in a single transaction (for the avoidance of doubt, on Thursday 23 October 2014) and on adidas Originals apparel, footwear and accessories available in-store only. Student discount will not apply and sale items are excluded.
5. The Prize winners acknowledge that no change will be given in the event that the retail value of the products a winner selects to purchase using their Store Credit is less than the total value of their Store Credit.
6. The Promoter will not be responsible or liable for any expenses incurred by the winners over and above the Prize (including, without limitation, travel expenses, food or drink.
7. By entering the competition the winners agree not to sell, offer to sell or use all or part of the Prize (including products purchased using Store Credit) for any commercial or promotional purpose (including placing the Prize on an internet auction site).
8. The Prize is non-transferable and no cash alternative will be given.
9. The Promoter reserves the right to substitute the Prize with prizes of equal or greater value in the event that the Prize cannot be provided to a winner.
10. The Promoter and an independent adjudicator will select:
    * 1. five winners from all correctly submitted Leeds Studententries;
      2. five winners from all correctly submitted Manchester Student entries; and
      3. five winners from all correctly submitted Newcastle Student entries

on or around Monday 20 October 2014 based on the entrants who, in their opinion, have taken the most stylish Street Style Selfies.

1. The Promoter will notify the winners via the Twitter account used to make the winning entry on or around Tuesday 21 October 2014. The winners will be asked to provide a telephone number and email address which will be used by the Promoter to contact the winners. On such contact, the winners may be required to provide additional information as requested by the Promoter.
2. If any winner cannot be contacted, fails to confirm acceptance of the prize within 12 hours of first attempted notification or cannot make use of the prize for any reason, the Promoter reserves the right to select an alternative winner.
3. In the event that, due to the acts or omissions of any winner, the Promoter is unable to deliver the Prize to that winner, that winner will forfeit the Prize, no substitute or alternative will be available and an alternative winner may be selected.
4. Details of the winners’ names and locations will be available between Friday 24 October 2014 and Friday 21 November 2014by sending a stamped self-addressed envelope to adidas UKCustomer Care, PO Box 1512, Chelmsford, Essex, CM1 3YB.
5. The Promoter’s and independent adjudicators’ decision will be final and binding and no correspondence will be entered into.
6. The Promoter reserves the right to change, alter or withdraw the Competition at any time.
7. The Promoter accepts no responsibility for any disappointment incurred or suffered as a result of entry to the Competition and/or use of the Prize.
8. The winnersparticipate in and use their prize at their own risk. To the maximum extent permitted by law, the Promoter will not be liable for any claims or actions of any kind whatsoever for damages or losses to persons and property which may be sustained in connection with the receipt, ownership and/or use of any Competition prize.
9. By entering the Competition, you consent to the Promoter’s use of the information which you provide, or which it obtains from its dealings with you, to administer the Competition.
10. If any of these terms and conditions are found by a competent court or other competent authority to be void or unenforceable, that term or condition shall be deemed to be deleted and the remaining terms and conditions shall continue in full force and effect.
11. These terms and conditions shall be governed and construed in accordance with the laws of England and Wales. Any dispute arising is subject to the exclusive jurisdiction of the courts of England and Wales.
12. Promoter: adidas (UK) Limited, The adidas Centre, Pepper Road, Hazel Grove, SK7 5SA.