

2021 *Threads* Digital Ambassadors'  
**Runway Sewn Your Way Challenge**

**OFFICIAL RULES**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN**

**ELIGIBILITY:** The 2021 *Threads* Digital Ambassadors' Runway Sewn Your Way Challenge (the "Contest") is open only to legal residents of the fifty (50) United States, and the District of Columbia, who are at least eighteen (18) years old at the time of entry, and who are not employees, directors, officers, and contractors (including immediate family members and members of the same household) of The Taunton Press, Inc., publisher of *Threads*® magazine ("Administrator"), Janome America, Beautiful Textiles, or Wild Ginger Software, (the "Sponsors"), or their respective affiliated companies, distributors, or vendors, or other entities associated with this Contest (the "Entrant" or "Entrants").

**ENTRY PERIOD:** Completed entry forms with photographs for the Contest will be accepted only during the period beginning at 12:01 a.m. Eastern Time on September 3, 2021 and ending at 11:59 p.m. Eastern Time on November 3, 2021 (the "Entry Period"). To be valid, completed entry forms and photographs must be received during the Entry Period. Administrator's computer is the official time keeping device for the Contest.

Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered, or tampered with in any way. Entrants must abide by these Official Rules and Regulations (the "Official Rules") and by entering this Contest you agree to adhere to the terms, policies and guidelines described in these Official Rules. In the event of a dispute as to any entry, the authorized account holder of the e-mail address associated with the account used to enter will be deemed to be the Entrant.

**ENTRANT'S PERSONAL INFORMATION:** Personal Information (name and email address) collected from Entrants is subject to the Administrator's Privacy Policy: <http://www.taunton.com/privacy-policy/> and the Sponsors' Privacy Policies; [www.janome.com/privacy-policy/](http://www.janome.com/privacy-policy/), [Wild Ginger Software Privacy Policy](#), and [Store Policies - Beautiful Textiles](#).

**HOW TO ENTER:** Visit [www.ThreadsMagazine.com/2021DigitalAmbassadorsChallenge/Enter](http://www.ThreadsMagazine.com/2021DigitalAmbassadorsChallenge/Enter), answer the questions on the form, and submit photographs of your designer-inspired look, along with your name and e-mail address. You must submit 3, and up to 6, photographs of your custom-made garments during the Entry Period.

**JUDGING CRITERIA:** The garment or ensemble submitted in the photographs must be sewn by you and inspired by a designer(s) past or present. Submissions will be judged by two groups: the *Threads* Audience and the *Threads* Digital Ambassadors.

- The *Threads* Audience winner will be the semi-finalist entry with the most audience votes.
- The *Threads* Digital Ambassadors' winner will be judged on the following:
  1. Interpretation of the designer inspiration garment(s)
  2. Quality of sewing
  3. Appropriate materials for the project

**JUDGING:** After the close of the Entry Period on November 3, 2021, *Threads* Editors will review all photographs and answers submitted on time and choose up to six (6) semi-finalists from among all the valid submissions received. The photographs from the semi-finalists will be posted online for the *Threads*' Audience viewing and voting.

**NO LATER THAN** November 28, 2021, those in the *Threads* Audience are asked to log onto [ThreadsMagazine.com/2021DigitalAmbassadorsChallenge/Vote](http://ThreadsMagazine.com/2021DigitalAmbassadorsChallenge/Vote) and vote for your one (1) favorite outfit from among the semi-finalists. Each person logging on to vote may vote only one (1) time. You do not have to have submitted an entry to be able to vote.

**WINNERS' SELECTIONS:**

- **WINNER ONE:** The *Threads* Audience votes will be tabulated, and on December 3, 2021 the semi-finalist whose submission received the most votes will be announced as the potential winner. This potential winner will be notified by email using the same email address provided at time of the entry. Odds of winning will depend upon the total number of eligible entries received.

- **WINNER TWO:** On December 3, 2021, one (1) potential winner will be announced by the *Threads* Digital Ambassadors from among all the valid submissions received. This potential winner will be notified by email using the same email address provided at time of the entry. Odds of winning will depend upon the total number of eligible entries received.

**PRIZES:** Two (2) Prize Packages will be awarded, and will consist of the following (the “Prizes”):

PRIZE ONE (for Winner One): (Total ARV = \$514)

- Janome Thread Carrier Set, \$188.99
- (1) Wild Ginger Software, Pattern Master Boutique, \$225
- (1) \$100 gift card from Beautiful Textiles

PRIZE TWO (for Winner Two): (Total ARV = \$93)

- (2) Two popular instructional books from The Taunton Press (publisher of *Threads*):
  - *Smart Fitting Solutions* by Kenneth D. King, \$34.95
  - *Versatile Jacket* by Louise Cutting (USB), \$24.95
- *Threads* Insider 1-year subscription, \$32.95

The winners are responsible for all taxes and fees associated with the Prize receipts and/or use.

**CLAIMING PRIZE:** Potential winners must sign and return a Declaration of Eligibility and, except where prohibited by law, a Liability/Publicity Release within 5 days of notification, or their prize may be forfeited. Winners will also be required to provide proof of age and residency by submitting a photo ID. If either potential winner does not timely return the Declaration and Release, or if information contained within the timely returned Declaration and Release deems the potential winner ineligible, the potential winner will be disqualified, and the judging panel will select an alternate winner for each category. This process will continue until two (2) winners have been chosen who are deemed eligible to receive the prizes.

**NO PRIZE TRANSFER OR SUBSTITUTION:** The Prize or any portion thereof is not transferable or redeemable for cash. No substitution, exchange or transfer of the Prize is allowed by the winner. Sponsors reserve the right to substitute any portion of the Prize for one of equal or greater value.

**SPONSORS:** Janome America, <https://www.janome.com/>, Wild Ginger Software, <https://wildginger.com/patternmaster/pmboutique.htm>, Beautiful Textiles, <https://beautifultextiles.com/>.

**ADMINISTRATOR:** The Taunton Press, Inc., 63 South Main Street, Newtown, CT 06470 USA, publisher of *Threads*® magazine and [www.threadsmagazine.com](http://www.threadsmagazine.com).

**TERMS/CONDITIONS:** All photographs submitted for this Contest will become the property of The Taunton Press, Inc. (“Taunton”). Entrants grant Taunton the right to publish the photograph(s) submitted for the purpose of promoting its *Threads* brand and for promotion and marketing of Taunton, in general. Entrants grant Taunton the right to use their name, image, likeness, and other identifying information in connection with the Contest and the usage of the photographs, if any, whether in print or digital formats. Entrant waives any claim against Taunton for use of his/her name, image, and/or likeness in connection with this Contest.

Administrator is not responsible for entries not received due to unavailable network, failed server or other connections, miscommunications, interrupted, misrouted, or scrambled transmissions, or other errors or problems of any kind whether mechanical, human, electronic, or otherwise. Administrator assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website during the Contest Entry Period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, access providers, computer equipment, software, failure of any e-mail entry to be received by Administrator due to technical problems or traffic congestion on the Internet or at any website, of any combination thereof including any injury or damage to an Entrant’s or any other person’s computer related to or resulting from playing or downloading any material related to the Contest. Administrator reserves the right, in its sole discretion to cancel, terminate or modify this Contest should fraud, virus, technical problem or other cause beyond the reasonable control of Administrator corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of

criminal and civil laws and should such an attempt be made, Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

**RELEASE:** By participating in this Contest, Entrants agree to release, discharge, indemnify and hold harmless Sponsors, Administrator, and their respective officers, directors, owners, employees, representatives and agents from and against any claims made by Entrants or any other third parties, related in any way to the operation of this Contest, as well as any other 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.

**IDENTITY OF WINNERS:** You may write to *Threads* at [rlewis@taunton.com](mailto:rlewis@taunton.com) no later than February 15, 2022 and request the name of the *Threads* Digital Ambassadors' Challenge Contest winners.