



# "Chinese New Year Parade Float Snapshot"

## Competition

### Rules and Regulations

During Chinese New Year, the Macao Government Tourism Office organizes diversified events to celebrate the lunar new year. Among all the events, the annual Chinese New Year Parade has become one of Macao's most representative celebrations. The Macao Government Tourism Office and Macao Cultural Heritage Reinventing Studies Association co-organize the "Chinese New Year Parade Float Snapshot" Competition, to boost Chinese New Year festive atmosphere in Macao, allowing locals and visitors to experience this traditional festivity in Macao.

**1. Organizers:** Macao Government Tourism Office

Macao Cultural Heritage Reinventing Studies Association

**2. Participants:** All Macao residents and visitors

**3. How to join:**

Participants must follow Macao Cultural Heritage Reinventing Studies Association's Instagram account "heritage.mo", and share photos of the Parade for Celebration of the Year of the Rooster on Instagram, with the following hashtags:

"@heritage.mo", "#macao2017", "#cnyparade2017".

**4. Rules and regulations:**

- i. Contents of the entries shall be related to the Parade for Celebration of the Year of the Rooster organized by the Macao Government Tourism Office. For further details, please refer to point 5.
- ii. Entries shall be originals, and have never been published or participated in any other competitions.
- iii. Entries shall not carry any logos or personal details.
- iv. Type and style of the entries are not limited, but shall be legal and meet social standards.
- v. Participants shall be sure that their Instagram accounts are set as "public" in privacy settings.
- vi. Each participant may post more than one entry, but limited to win only one prize, the highest score prevails.
- vii. Participants are required to agree and follow the rules and regulations of the competition. Macao Cultural Heritage Reinventing Studies Association reserves all rights to cancel entries, prizes and to pursue claims of any participants proved violating the rules and regulations, copyright infringement, and interrupting the



process or the network operation of the competition. Participants shall be responsible for all legal liabilities.

#### 5. Dates of the Parade for Celebration of the Year of the Rooster:

Event	Date, Time & Location
Parade (I) & Fireworks Display	30 <sup>th</sup> Jan, 8:00pm to 10:00pm Routes: Macao Science Center to Sai Van Lake Square; Fireworks Display at 9:45pm, seafront of Macao Tower
Parade (II)	4 <sup>th</sup> Feb, 8:00pm to 9:30pm Routes: Rua de Norte do Patane to Iao Hon Market Garden
Parade Floats Exhibition	30 <sup>th</sup> Jan , 10:00pm to 4 <sup>th</sup> Feb, 5:00pm, Sai Van Lake Square
	4 <sup>th</sup> Feb, 10:00pm to 12 <sup>th</sup> Feb, 6:00pm, Tap Seac Square

#### 6. Entries are to be uploaded within the following dates:

30<sup>th</sup> Jan 2017 - 7<sup>th</sup> Feb 2017

#### 7. Evaluation:

First, Second and Third Prizes, Excellence Award (10 winners) and Merit (10 winners) will be selected by the Judging Panel; the Most Popular Award will be awarded to the entry with the highest count of "LIKE" received on Instagram.

- i. The Judging Panel will evaluate the entries on 11<sup>th</sup> Feb 2017. Judging Panel is composed of representatives from the Macao Government Tourism Office, Macao Cultural Heritage Reinventing Studies Association and professionals from the photography sector.
- ii. For the Most Popular Award, any "Like" received after 23:59 on 10<sup>th</sup> Feb 2017 will not be counted.

#### 8. Awards:

	Prizes
First Prize	Certificate of Merit and cash award of MOP5,000.00 (1 winner)
Second Prize	Certificate of Merit and cash award of MOP3,000.00 (1 winner)
Third Prize	Certificate of Merit and cash award of MOP2,000.00 (1 winner)
Excellence Award	Certificate of Merit and cash award of MOP1,000.00 (10 winners)
Merit	Certificate of Merit and cash award of MOP500.00 (10 winners)
Most Popular Award	Certificate of Merit and cash award of MOP500.00 (1 winner)

#### 9. Results:

Results will be announced in the beginning of March 2017 on the Macao Government Tourism Office official website ([www.macaotourism.gov.mo](http://www.macaotourism.gov.mo)), Macao Cultural Heritage



Reinventing Studies Association's website ([www.heritage.mo](http://www.heritage.mo)) and Facebook.

**10. Prize redemption:**

- i. All winners will receive Award Presentation Ceremony invitations through Instagram inbox messages from organizer.
- ii. Organizer shall carry out verification for all winners.

**11. Photo Exhibition and Award Presentation Ceremony:**

Date : Mid-March

**12. For any inquiry:**

Tel : 6528 8622 / 6658 4878 (Mr. Regan Lam); 8397 1016 (Ms. Ella Lao)

E-mail : [info@heritage.mo](mailto:info@heritage.mo) / [dipt@macaotourism.gov.mo](mailto:dipt@macaotourism.gov.mo) ◦

**13. Remarks:**

- i. The organizers reserve all rights of amendment and interpretation of the rules and regulations, judging criteria, winners and prizes without prior notice.
- ii. The organizers reserve all rights to make final interpretation of the article.
- iii. Members of the organizers and related staffs from the Judging Panel are prohibited to participate in this competition.
- iv. All participants are required to accept and agree to authorize the Macao Government Tourism Office and Macao Cultural Heritage Reinventing Studies Association to use the photos uploaded for the purpose of promotion, publication and exhibition without further permission and notice.
- v. All personal details collected for the competition are kept confidential and to be used only for contact purpose between the organizers and the participants and will not be used for any marketing purposes.
- vi. Any Instagram accounts/participants of the competition are deemed to agree to all the rules and regulations listed above. Any changes to the above information will be announced on the website of the competition without prior notice.
- vii. Organizers reserve the rights to authorize any media to disseminate all entries.
- viii. Any discrepancies which might arise between the Chinese, Portuguese and English versions, the Chinese version shall prevail.