#SpreadCheer Challenge

FREQUENTLY ASKED QUESTIONS

ABOUT
What is the #SpreadCheer Challenge?
The #SpreadCheer Challenge ("Challenge") is an online tile-matching game in which players receive points for matching tiles. At the end of each game session, players "spread cheer" by "donating" their accumulated points to one of four designated nonprofits.

In connection with AEG's annual "Season of Giving", AEG Community Foundation will be giving an additional grant to one of the four designated nonprofits. By participating in the Challenge and "donating" your points, you can help AEG Community Foundation select which one of the four designated nonprofits will receive the additional grant as set forth below.

THE #SPREADCHEER CHALLENGE
How do I participate in the #SpreadCheer Challenge?
The Challenge features a set of cards (turned upside down) each with the logo of a participating charity. Participants will have to click on a tile to reveal the logo under the card. They will then have to flip additional cards (by clicking on them) in order to try and match two identical logos. Once they have matched two cards with the same logo, the cards will disappear. The goal of the game is to match as many logos as possible during a Challenge session until all the logos have been matched. Points are tallied by players making a match, and for completing the game.

How do I assign my points to the nonprofit I choose?
At the end of each Challenge session, a pop-up window will appear: "Thanks for playing the AEG #SpreadCheer Challenge! Pick a charity to give your points to." You will select which one of the four charities designated by AEG Community Foundation that you wish to "donate" your points to.

Players may play the game as often as they like during the Challenge Period as set forth below. You cannot split your points between the charities and must select only one at the end of each game session to donate your points to.

What is the #SpreadCheer Challenge Period during which I may participate?
The #SpreadCheer Challenge period will begin at 12:00am Pacific Time (PT) on November 15, 2018 and end at 11:59pm PT on December 15, 2018.

What will the nonprofit receiving the highest amount of points receive?
Upon the completion of the Challenge, the nonprofit organization receiving the highest number of assigned points from all participants combined will receive $25,000 in grant funding.

When will we find out which charity will receive the grant?
The charity receiving the grant will be announced on December 18, 2018.