

THE COMPETITION STEPS



1- REGISTER: register at one of our yellow booths at **CITYMALL** and receive a stamp that will allow you to start taking pictures in the mall.



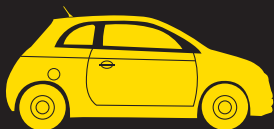
2- FIND THE YELLOW: locate any yellow object within **CITYMALL** between the 26th of february and the 7th of March.



3- SHOOT THE YELLOW: take a picture of any yellow object in **CITYMALL**.

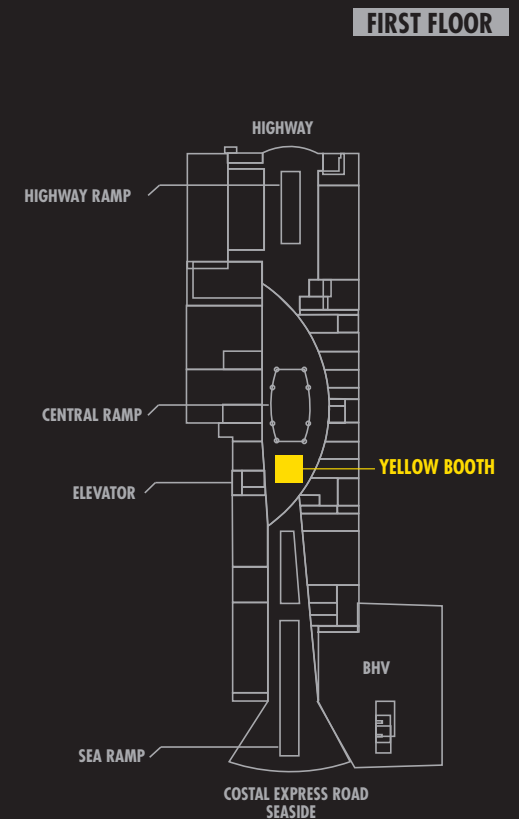
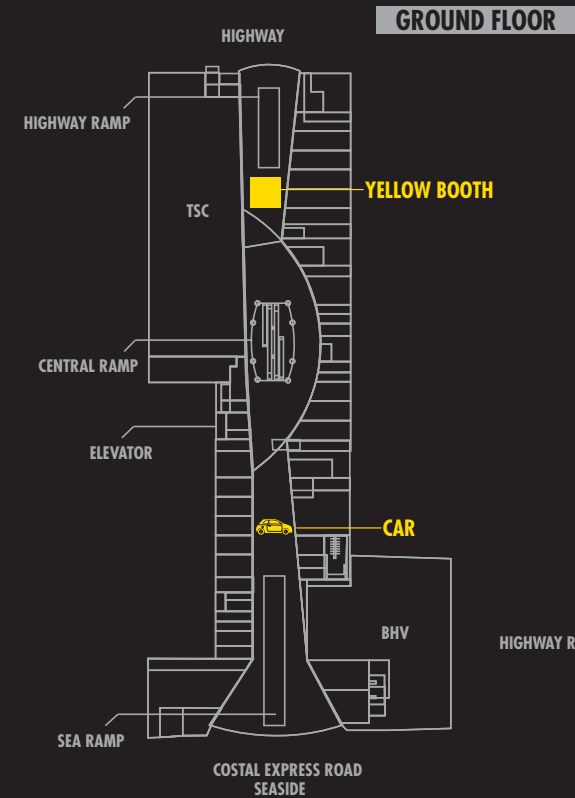


4- SUBMIT THE YELLOW: look for one of our yellow booths in the mall where you can download the photo, or upload it on www.wintheyellow.com.



5- WIN: the winner of the prize will be announced on the 9th of march 2010. The best photo wins a yellow Fiat 500!

THE YELLOW BOOTHS



RULES AND REGULATIONS

- 1- All photographs should contain a yellow element or yellow objects. Pictures with no yellow elements will be disqualified.
- 2- All photographs should be taken inside CITYMALL. All other pictures will be disqualified.
- 3- All photographs should be original and not edited. Photoshop or any other image softwares are not allowed to be used.
- 4- Three uploads only per person throughout the competition.
- 5- All photographs with political insinuations will be disqualified.
- 6- The jury reserves the right to disqualify any photograph that is inappropriate.

TERMS AND CONDITIONS

- 1- Only holders of permission vouchers will be authorized to take pictures at CITYMALL.
- 2- Only pictures submitted to www.wintheyellow.com and the booths at CITYMALL will be considered.
- 3- All submitted photographs become the property of Les Affichages Pikasso SAL.
- 4- Members of Pikasso, Fiat Saad & Trad, H&C Leo Burnett, MS&L and CITYMALL are not allowed to participate in the competition.

The photographs will be judged by a jury of photographers and art experts. Results will be announced at the end of the competition.

Please feel free to refer to one of our stands at CITYMALL for any further information; our hostesses will be there to help you every day from 10:00 AM till 10:00 PM.

WIN THEYELLOW.COM

