



## **VRMCA Member Press Release Guidelines**

- Press releases submitted to VRMCA for posting must be approved by the VRMCA Marketing Committee prior to posting or sharing on VRMCA-managed pages.
- Information should focus on VRMCA member company announcements and/or news, celebrating key milestones.
- Press releases should not contain promotional material, special offers, job offers, product announcements, or solicitation for services. VRMCA reserves the right to remove such messages and potentially ban sources of those solicitations.
- Content must not be controversial or harmful to another VRMCA member. All defamatory, abusive, profane, threatening, offensive, or illegal materials are strictly prohibited and will be removed.
- Use caution with content. Information posted on any platform is available for all to see, and are subject to libel, slander, and antitrust laws.
- Press releases should be as short as possible, but no longer than 400 words including quotes.
- Photography supporting the content is welcome and encouraged. Photography should be provided as a hi-resolution file (300 dpi) in either a JPEG or EPS file.
- Please note carefully all items listed in the disclaimer and legal rules below, particularly regarding the copyright ownership of information posted to the VRMCA marketing pages.

### **Legal rules:**

The VRMCA social media pages, accounts and Web sites are provided as a service of VRMCA. VRMCA is not responsible for the opinions and information posted on these sites by others. VRMCA disclaims all warranties with regard to information posted on these sites, whether posted by VRMCA or any third party; this disclaimer includes all implied warranties of merchantability and fitness. In no event shall VRMCA be liable for any special, indirect, or consequential damages or any damages whatsoever resulting from loss of use, data, or profits, arising out of or in connection with the use or performance of any information posted.

Do not post any defamatory, abusive, profane, threatening, offensive, or illegal materials. Do not post any information or other material protected by copyright without the permission of the copyright owner. In addition, by posting material, you grant to VRMCA and the members of the association the nonexclusive, world-wide, transferable right and license to display, copy, publish, distribute, transmit, print, and use such information or other material in any way and in any medium, including but not limited to print or electronic form.

Content should not be posted if it encourages or facilitates members to arrive at any agreement that either expressly or impliedly leads to price fixing, a boycott of another's business, or other conduct intended to illegally restrict free trade. Content that encourages or facilitates an agreement about the following subjects are inappropriate: prices, discounts, or terms or conditions of sale; salaries; profits, profit margins, or cost data; market shares, sales territories, or markets; allocation of customers or territories; or selection, rejection, or termination of customers or suppliers. VRMCA does not actively monitor these sites for inappropriate postings and does not on its own undertake editorial control of postings. However, in the event that any inappropriate posting is brought to VRMCA's attention, VRMCA will take all appropriate action.

VRMCA reserves the right to block any users who do not abide by these guidelines.