

COMPETITION RULES

1. General Information

In 2026, the Marketing Department of the Communication Division of the Jurmala State City Administration is organizing a campaign for the Jurmala Resort Festival, within which the photo competition "Catch the Wave, Capture the Moment!" is held.

The aim of the competition is to obtain high-quality photographic material for marketing purposes, in order to promote Jurmala as a leisure destination.

Competition organizer:

Marketing Department, Communication Division, Jurmala State City Administration.

2. Competition Procedure

- **Submission of photographs:**
From 30 March 2026 to 30 May 2026 via email: foto@jurmala.lv
- A gallery of submitted photographs will be published on the "Visit Jurmala" Facebook page – the exact timing will be specified. Voting takes place by marking photographs with a "like".
- **Determination of winners:**
Those whose photographs receive the highest number of "likes" will receive prizes. Additional information will follow once the competition is officially announced.

3. Participation Conditions

3.1. The competition is open to all interested participants.

3.2. To participate, the following must be submitted:

- a photograph taken by the participant;
- a photograph submitted with the author's permission.

3.3. The photograph must be taken in Jurmala during the summer period.

3.4. By submitting a photograph, the participant confirms that:

- they are the author or have obtained the author's consent;
- they agree to the use of the photograph without additional remuneration.

3.5. The competition organizer reserves the right to:

- evaluate the quality of the photographs;

- not publish or use photographs that are unethical, offensive, or do not comply with the purpose of the competition.

4. Use of Photographs

Submitted photographs may be used for the needs of the Marketing Department of the Jurmala State City Administration, including:

- creation of visual advertising;
- social media content;
- website use;
- outdoor advertising and banners;
- display on screens during the Jurmala Resort Festival.

5. Prizes

Additional information will follow once the competition is officially announced.

- Prizes will be awarded to the authors of the highest-rated photographs.
- Prizes are provided by the Jurmala Tourism Information Centre.
- Prizes cannot be exchanged for cash or other goods.

6. Announcement of Winners and Prize Collection

6.1. Winners will be announced after the voting has concluded.

6.2. Organizers will contact winners by replying to the submitted email.

6.3. If a winner does not respond within the specified time, they forfeit the right to receive the prize.

7. Restrictions

The following may not participate in the competition:

- employees of the Jurmala State City Administration;
- their family members.