

## **OFFICIAL PROMOTION RULES FOR THE “PEI INTERNATIONAL SHELLFISH FESTIVAL” CONTEST FROM THE ATLANTIC LOTTERY CORPORATION**

The “PEI International Shellfish Festival” contest provides Facebook and Instagram users, who are residents of Atlantic Canada and 19+, a chance to win two (2) weekend passes and \$100 in shellfish bucks to the PEI International Shellfish Festival from Friday, September 15 to Sunday, September 17, 2023 in Charlottetown, PEI. Participants can enter the contest via Atlantic Lottery’s official Facebook page (<https://www.facebook.com/atlanticlottery/>) and/or official Instagram account (<https://www.instagram.com/atlanticlottery/>) from Friday, May 26 at 12:00:01 p.m. AT to Sunday, May 28, 2023 at 11:59:59 p.m. AT.

The prize package includes two (2) weekend passes and \$100 in shellfish bucks to the PEI International Shellfish Festival from Friday, September 15 to Sunday, September 17, 2023 in Charlottetown, PEI. To enter the contest, participants will be asked to go to Atlantic Lottery’s Facebook page or Instagram account, like and leave a comment on the designated contest post about their favourite type of shellfish. The designated contest post on either Facebook or Instagram must be liked and commented on in order to be eligible to win. Unlimited entries are permitted, each like and comment counts as an entry. Comments must be left on the designated contest post in order to be eligible to win.

The draw will take place on May 29, 2023 (or soon thereafter).

### **HOW TO ENTER**

To enter this promotion:

1. No purchase necessary to enter this promotion.
2. To participate in the promotion, participants must be 19+ and a resident of Atlantic Canada.
3. To enter the contest, participants will be asked to go to Atlantic Lottery’s Facebook page or Instagram account, like and leave a comment on the designated contest post about their favourite type of shellfish. Unlimited entries are permitted, each like and comment counts as an entry. Comments must be left on the contest post in order to be eligible to win.
4. Inappropriate content as determined by Atlantic Lottery Corporation will be disqualified. Content must not, in the sole and unfettered discretion of the AL, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content; including, but not limited to, crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behavior or conduct (including but not limited to the use of alcohol or drugs); personal information of individuals, other than names.
5. This contest will take place between from Friday, May 26 at 12:00:01 p.m. AT to Sunday, May 28, 2023 at 11:59:59 p.m. AT.
6. Potential Winners will have 24 hours to provide proof of age and residency of Atlantic Canada once an Atlantic Lottery representative has contacted them via Facebook.

### **DRAWS AND PRIZES**

1. If the potential winner has not contacted ALC within 24 hours of being contacted, ALC shall have the right to disqualify the potential winner and the next potential winner will be contacted. ALC shall be fully and completely released and discharged from any liability or responsibility in this regard. Government issued photo identification must be provided for proof of identification and age. If the winner is under the age of 19, they will be disqualified, and the next potential winner will be contacted.
2. The prize package includes two (2) weekend passes and \$100 in shellfish bucks to the PEI International Shellfish Festival from Friday, September 15 to Sunday, September 17, 2023 in Charlottetown, PEI. Approximate value of the prize is \$240.
3. The winner does not have a cash option.
4. Prize package is non-transferable.

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5. Prize does not include travel costs.
6. Atlantic Lottery is not responsible if the event is canceled for unforeseen reasons. No cash value will be awarded.

### **RANDOM DRAW AND ODDS**

On May 29, 2023 (or as soon as possible thereafter) a random draw will be conducted from all eligible entries received during the contest period (from Friday, May 26 at 12:00:01 p.m. AT to Sunday, May 28, 2023 at 11:59:59 p.m. AT) for the grand prize. The odds of winning the prize will depend upon the total number of eligible entries received during the contest period. All draws adhere to the draw procedures established for the draw by Atlantic Lottery.

### **ENTRY LIMIT**

The designated contest post on either Facebook or Instagram must be liked and commented on in order to be eligible to win. Unlimited entries are permitted, each like and comment counts as an entry. Comments must be left on the designated contest post in order to be eligible to win. If it is discovered by the sponsor (using any evidence or other information made available to or otherwise discovered by the sponsor) that any person has attempted to use multiple names, identities, email addresses, accounts, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the sponsor's interpretation of the letter and spirit of these rules to enter or otherwise participate in or to disrupt this contest; then he/she may be disqualified from the contest in the sole and absolute discretion of the sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the entry is not fully completed with all required information and submitted and received during the applicable entry period in accordance with these rules. The sponsor, contest parties, Facebook Inc., Instagram, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "released parties") are not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries (all of which are void).

### **GIVEAWAY ELIGIBILITY**

This promotion is sponsored by Atlantic Lottery and is open to residents of Atlantic Canada, and who are nineteen (19) years of age or older, with the exception of employees of Atlantic Lottery; or any immediate family of employees of Atlantic Lottery; as well as employees of any organization affiliated with the organization of the PEI International Shellfish Festival. 'Immediate Family' means the spouse, sibling, parent and/or child of an employee referred to above and resides with that employee. Please note: Any individual who has falsified their registration information will be ineligible to receive their prize upon winning.

### **DELIVERY OF PRIZES**

Winner will be notified via Facebook or Instagram.

Winner must provide their info (picture ID and proof of age) via email within 24 hours of being contacted; failure to do this will result in the winner waiving his/her right to the prize.

### **PRIVACY**

AL is committed to respecting your right to privacy, for more information on our privacy policy, please visit [www.alc.ca](http://www.alc.ca).

### **GENERAL RULES**

1. Winners must answer a skill testing question.
2. Members who have registered through fraudulent means or have provided false or misleading information will be disqualified.
3. ALC will not be responsible for failed entry attempts for any reason whatsoever.
4. By entering this contest, participants agree to release and hold harmless Atlantic Lottery Corporation, retailers of Atlantic Lottery Corporation (collectively "Released Parties"), and the shareholders, directors, officers, employees and agents of the Released Parties from any claim, loss, expense or other liability

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arising from participation in this promotion or the awarding, acceptance or use of any prize awarded under the promotion.

5. Decisions of Atlantic Lottery Corporation with respect to this contest are final on all matters of fact, interpretation, eligibility and procedure.
6. Atlantic Lottery Corporation has the right, at its sole discretion, to make prize substitutions of equivalent kind and value in the event of unavailability of any specified prize for reasons beyond Atlantic Lottery Corporation control. Unclaimed prizes will not be awarded.
7. Winner must accept the prize as awarded.
8. By entering the contest, the winner agrees to allow Atlantic Lottery Corporation and its agents/partners to publish, and/or broadcast their name, likeness, addresses, voices, statements and submitted photographs without compensation other than the prize awarded. The winner will be required to execute a consent allowing publication and/or broadcast of their name, likeness, voice, statements and photographs without compensation.
9. All entries become the property of Atlantic Lottery Corporation who assume no responsibility for garbled, illegible, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. ALC does/do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. If for any reason, in the opinion of ALC, in its/their sole discretion, the promotion is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the promotion is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond its/their control, ALC reserves its/their right to cancel, terminate, modify, amend or suspend the promotion including canceling any method of entry, and select a winner from previously received eligible entries. ALC reserves their right to modify the official rules and regulations of this contest without materially affecting the terms and conditions hereof. ALC reserves their right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the contest or to be acting in violation of these official rules and regulations or otherwise in a disruptive manner.
10. This contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this contest, each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by ALC for the purposes of implementing, administering and fulfilling this promotion. ALC will not sell or transmit this information to third parties except for the purposes of administering this contest. ALC is committed to ensuring the privacy of its players and taking all the necessary precautions to ensure player information is safeguarded. In all cases, information is retained in secure facilities and protected from unauthorized access. ALC will only use or disclose player information for the specific purposes for which it was collected, unless required by law, and will only retain the information long enough to fulfill these purposes, after which time it will be securely destroyed.
11. These official rules govern the contest and must be followed. In the event of any discrepancy between these official rules and any other material, these rules prevail to the extent of the inconsistency.
12. Atlantic Lottery is not responsible for commencing, continuing or completing the "PEI International Shellfish Festival" contest or awarding the prize in the event of circumstances beyond the control of Atlantic Lottery.
13. All draws will adhere to the draw procedures established for the draw by Atlantic Lottery.
14. These official rules govern the promotion and must be followed. In the event of any discrepancy between these official rules and any other material, these rules prevail to the extent of the inconsistency.
15. Winner must be at least 19 years of age.

#### **FACEBOOK DISCLAIMER**

This contest is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Atlantic Lottery and not to Facebook. The information you provide will

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only be used to administer the contest in accordance with Atlantic Lottery's privacy policy. Facebook is completely released of all liability by each entrant in this contest. Any questions, comments or complaints regarding the contest must be directed to Atlantic Lottery and not Facebook.

**INSTAGRAM DISCLAIMER**

This contest is in no way sponsored, endorsed or administered by, or associated with Instagram. You understand that you are providing your information to Atlantic Lottery and not to Instagram. The information you provide will only be used to administer the contest in accordance with Atlantic Lottery's privacy policy. Instagram is completely released of all liability by each entrant in this contest. Any questions, comments or complaints regarding the contest must be directed to Atlantic Lottery and not Instagram.