

OFFICIAL PROMOTION TERMS AND CONDITIONS / RULES AND REGULATIONS FOR THE “ATLANTIC LOTTERY COMMUNITY GAME CHANGERS PROMOTION” (hereinafter “Promotion” or “Program”) PROGRAM OFFERED BY ATLANTIC LOTTERY CORPORATION (“ALC”)

By entering this Promotion/Program, all nominators and nominated Community Game Changers agree that your participation will be governed by, and you shall abide by, all of the following terms and conditions outlined herein below:

Atlantic Canadians making a game-changing impact for the people and/or places of Atlantic Canada are eligible to be nominated as a Community Game Changer. Nominations or self-nominations can be submitted for individuals who are working to make Atlantic Canada a better place for those that live here. Game Changers could include volunteers in their local community, those involved with charitable groups, or founders/leaders of community-driven organizations.

Nominations will be reviewed by an internal ALC panel, and the selected Community Game Changers will be awarded a \$25,000 prize to be given on their behalf to a local charity of their choice, along with two VIP passes to be given to the selected Game Changers to attend the Atlantic Lottery sponsored event of their choosing in 2027. The charity must be registered with a valid Canada Revenue Agency (CRA) registration number, be located within Atlantic Canada and be in good standing with CRA as of the date that the charity is selected by the winner.

All selected charities are subject to review and approval by Atlantic Lottery, at its sole discretion. The following types of organizations are not eligible for selection:

- Religious institutions or organizations;
- Political organizations and candidates;
- Lobby or advocacy groups; and
- Professional societies.

The selected Community Game Changers will be asked to attend a media announcement event at Atlantic Lottery’s head office in downtown Moncton (922 Main St.) in September, 2026 and will be featured on alc.ca for a period of up to one year. Up to one Community Game Changer per Atlantic Province may be selected as a result of this Program. Travel expenses for Game Changers based further than 250 km from Atlantic Lottery’s head office will be covered by ALC to attend the media announcement event.

Nominations will be accepted from 9:00:00 a.m. Atlantic Standard Time (AT) on May 1, 2026 and close at 11:59:59 p.m. AT on June 15, 2026 (“Submission Period”).

HOW TO ENTER

Submit the online nomination form during the Submission Period here:
www.alc.ca/CommunityGameChangers.

The nomination form will require:

- Contact information for the nominee and nominator (when applicable)

- A short bio outlining the nominee and their community impact
- Information about the organization(s) they support
- Additional supporting materials related to their community impact

No purchase necessary to participate in the Program, to be nominated or selected. ALC takes no responsibility for lost, delayed, misdirected nominations or for nominations that have failed to transmit or process and/or have not been received by us.

SELECTION CRITERIA & PROCESS

Game Changers will be selected based on an assessment of their impact made in their local community determined by a selection panel. This Program is based on the selection panel’s assessment of effort, impact and intent and is not subject to random draw or any other element of chance.

A selection panel comprised of Atlantic Lottery employees will review all application materials and score using the rubric below. The selection panel will then recommend the selected Game Changers, and the selected Game Changers will be notified.

Overall impact in the community	10 points
Time commitment and effort invested	10 points
Alignment with Atlantic Lottery’s social purpose and values	5 points
Innovation and originality	5 points
Alignment with community needs	5 points

Individuals nominated by others will be sent a notification and link to the nomination form that they will be required to fill out to proceed to the evaluation portion of the Program. This is a necessary step to ensure that each nominee consents to participating in the Program subject to these terms and conditions and that the selection panel has the most up-to-date and complete information. The selection panel reserves the right to request additional information from any of the participants to inform their decision. The panel also reserves the right to make no recommendation from the submitted applications and ALC may, in its sole discretion, decline to select a winner. All decisions of the selection panel are binding and final.

Upon final selection, the selected Community Game Changer(s) will be asked to attend a media event announcing the Game Changer(s) and the organization(s) they have chosen to support. Atlantic Lottery will plan, execute, emcee and moderate the media event, including coordination with media in attendance. Media support will be provided by the Atlantic Lottery Public Relations team for Community Game Changers onsite.

ALC may disqualify any individual who tampers with or in any way corrupts the nomination/registration or judging process, or who attempts to undermine the purpose, intent or legitimate operation of the Program, including by engaging in cheating, hacking, deception, or other unfair practices, or by attempting to annoy, abuse, threaten or harass any other participants, including nominated Game Changers, other Participants, ALC employees and judges.

TIMELINE:

- May 1 – June 15, 2026: Nomination period
- June 31, 2026: Deadline for nominee consent/submission of additional information for non-self nominations
- July 2 – July 31 2026: Selection panel evaluation period
- August 10, 2026: Notification to selected Community Game Changers, or as soon as possible thereafter
- August 10 – August 21, 2026: Finalization of Community Game Changers bios, info and assets for use on alc.ca and to be provided to media
- September 3, 2026: Media announcement event at Atlantic Lottery Head Office at 922 Main Street, Moncton, N.B.
- Timeline is subject to change at ALC's discretion.

PROMOTION ELIGIBILITY

Participants must be residents of New Brunswick, Newfoundland & Labrador, Nova Scotia, or Prince Edward Island, who are nineteen (19) years of age or older and reside in Atlantic Canada at the time of entry, with the exception of employees, officers and directors of Atlantic Lottery or any immediate family of the aforementioned. 'Immediate Family' means the spouse, sibling, parent and child of an employee referred to above who resides with that employee.

Please note: Any individual who has falsified their registration information will be ineligible to participate in this Program.

PUBLICITY

By consenting to participate in this Promotion/Program, selected Community Game Changers hereby give ALC the right to publish, through all types of media broadcasting, including the internet, for the purposes of promoting the Program, their name, hometown and photograph without any claim for broadcasting, printing or other rights for a period of up to twelve months from the date of the media announcement event. Community Game Changers also give ALC the right to publish for a period of up to twelve months from the date of the media announcement event any additional information that the Community Game Changer voluntarily provides. Community Game Changers shall have no claim against ALC for invasion of privacy or any other ground(s) by reason of the publication or broadcasting of the Community Game Changer's name, hometown or photograph or information voluntarily provided by the Community Game Changer.

DELIVERY OF PRIZES

ALC will attempt to contact the potential selected Community Game Changers within one (1) business day after the selection panel decision (or as soon as possible thereafter). If ALC is not able to contact the potential Community Game Changers after three (3) days after initial attempt, ALC shall have the right to disqualify the potential Community Game Changer, and a new selection may be made.

Government issued photo identification must be provided for proof of identification and age. If the Community Game Changer is under the age of 19 they will be disqualified and the next potential Community Game Changer will be contacted.

Community Game Changers will be notified by phone or email.

Community Game Changer must provide the completed Sponsor's Declaration of Eligibility and Publicity Release form ("Winner Release") issued by ALC and proof of identification in person or via scanner or fax machine within seven (7) days of being contacted; failure to do this will result in the winner waiving his/her right to the prize. The Winner Release form must be completed before any prize is issued by ALC. The Winner Release form confirms eligibility and compliance with these Program Rules and Regulations, consenting to the use, without further compensation, of Community Game Changer's name, address (city only) and design(s) in any Program-related publicity and releasing Atlantic Lottery and its respective agencies, affiliates, parent(s), subsidiaries, agents, advertising and Promotion agencies and anyone else involved in the development, production or handling of the Program and their respective directors, officers, employees and assigns from all liability arising in connection with the Program or the acceptance, use or redemption of a Prize as awarded. Participants who fail or are unable to comply with any of these Rules and Regulations may be disqualified and alternate Community Game Changers(s) may be selected.

All prizes must be accepted as awarded and may not be used in conjunction with any other offer or Promotion, sold, redeemed for cash, combined with any other Promotion, exchanged for a different prize.

By accepting a prize, the Community Game Changer agrees to hold Atlantic Lottery and their respective agencies, affiliates, parent(s), subsidiaries, agents, advertising and Promotion agencies and anyone else involved in the development, production or handling of the Program and their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of acceptance or use of a prize.

PRIVACY

ALC is committed to respecting your right to privacy, for more information on our privacy policy, please visit www.alc.ca.

GENERAL RULES

1. Nomination Period: Nominations will be accepted between 9:00:00 a.m. Atlantic Standard Time (AT) on May 1, 2026 and 11:59:59 p.m. AT on June 15, 2026.
2. Upon completion, participants will be notified that the nomination was successfully submitted. Should a nomination not be received by Atlantic Lottery servers, Atlantic Lottery is not liable.
3. By participating in this Program, nominators and potential Community Game Changers agree to allow Atlantic Lottery and its agents to publish, and/or broadcast their name, likeness, addresses, voices, statements and submissions without compensation other than the prize awarded.

4. Community Game Changers will be notified by phone or email and provided further instruction.
5. Donation for the Community Game Changer's charity of choice will be received once media announcement event has concluded.
6. Atlantic Lottery and the selection panel are not obligated to accept any of the submissions and may reject all submissions. Only the selected/successful Community Game Changers will be contacted.
7. The selected/successful Community Game Changers will be featured on alc.ca for one calendar year.
8. The nominated and selected/successful Community Game Changers may be subject to reference and background checks.
9. AL may determine, in its sole discretion, whether or not to accept any submission and whether it will use any entry for any purpose, including in any marketing or publicity.
10. This Program is subject to all applicable federal, provincial and municipal laws and regulations. By participating in this Program, 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 Program. ALC will not sell or transmit this information to third parties except for the purposes of administering this Program. ALC is committed to ensuring the privacy of its players and taking all of 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. Atlantic Lottery is not responsible for any failure of the website during this Program. Nor is it responsible for any problems or technical malfunctions of computer online systems, servers, access providers, computer equipment, software or any e-mail, online or internet entry lost due to technical problems or traffic congestion on the internet or at any website or any combination thereof, including any injury or damage to an entrant's or any other person's computer or property related to or resulting from accessing any material related to the Program.
12. By entering and participating in this Program, each participant, being each nominator and each nominated Community Game Changers, agrees to hold harmless Atlantic Lottery, their directors, officers, employees, agents, affiliates, parents, subsidiaries, and assigns from any claim, including, without limitation, claims based on publicity rights, defamation, invasion of privacy, death, or from the misuse or malfunction of a Prize or substitute prize. Winners assume all liability for any claim, whatsoever and howsoever arising, by participation in this Contest or use or redemption of any Prize.
13. Atlantic Lottery Corporation is not responsible for commencing, continuing or completing the "Atlantic Lottery Community Game Changers" Program or awarding the prize.
14. Atlantic Lottery, its directors, officers, employees, agents, parents, subsidiaries, and assigns assume no liability for losses incurred as a result of a cancellation of the Program or for any

reason whatsoever or through the acts or defaults of any company or person providing a Prize or for events occurring after the award of a Prize. All such losses or expenses will be borne by each individual Prize winner. The Program is subject to all applicable federal, provincial, and local laws and may be void where prohibited by the law of the participant's place of residence. Decisions of the Atlantic Lottery regarding all aspects of the Program are final.

15. These official rules govern the Program 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.
16. Extensions to the submission deadline will not be granted under any circumstances. Submissions received after the deadline and those found to be incomplete will not be reviewed.
17. ALC reserves the right in its sole discretion to disqualify any individual who violates these Terms and Conditions, tampers with the entry process and/or acts in any way that would, in any way, discredit or harm the reputation of ALC, and/or to cancel, modify or suspend this Program should entrant fraud or misconduct or other causes beyond the control of ALC corrupt the administration, integrity, security or proper operation of the Program. Without limitation of the foregoing, ALC reserves the right to terminate, modify or suspend this Program due to any of the following reasons: act of God; unavoidable accident; epidemic; fire; blackout; act of public enemy; war, riot or civil commotion; enactment, rule, order or act of government or governmental instrumentality or tribunal; strike, lockout or other labor dispute; inclement weather; failure of technical facilities; failure of essential production, or technical personnel to appear or be available; or other cause beyond its control.

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