

## **Manitoba Liquor & Lotteries**

### **DrinkSense 2023 - 1,000 Followers Instagram Giveaway**

#### **Contest Rules and Regulations**

1. The contest runs from 8:00 am August 3, 2023 to 8:00 am CST August 4, 2023.
2. This contest is sponsored by Manitoba Liquor & Lotteries and will be administered by UpHouse Inc.
3. **PRIZES:** Five (5) mocktail celebration prize packs will be awarded to five (5) winners at the end of the contest period. Each mocktail celebration prize pack will include:
  - a. One DrinkSense Cocktail Shaker
  - b. One DrinkSense Muddler
  - c. One DrinkSense Citrus Juicer
  - d. One DrinkSense Insulated Tumbler
  - e. One DrinkSense Metal Straw
  - f. One DrinkSense Mocktail Guide
  - g. One 16oz bottle of Abiding Citizen Rich Simple Syrup
  - h. One 2oz bottle of Abiding Citizen Manitoba Aromatic Bitters
  - i. One 2oz bottle of Abiding Citizen Lavender Bitters
  - j. One 4oz tin of Abiding Citizen Sweet Rimmer
  - k. One 12oz bottle of Abiding Citizen Shrub
4. The contest is open only to Manitoba residents 18 years of age and older. The contest is not open to the respective employees, directors, contractors and agents of Manitoba Liquor & Lotteries and their immediate families.
5. Immediate family is defined by Manitoba Liquor & Lotteries as: father, mother, brother, sister, spouse (including common-law spouse), child or ward of an employee. In the event a Manitoba Liquor & Lotteries employee, director, contractor, agent or their family member does participate in the promotion, any prizes they win will be forfeited.
6. **HOW TO ENTER:** Entrants must follow the @drinksenseMB Instagram account and respond to all eight (8) @drinksenseMB Instagram stories poll questions during the 24-hour period the contest runs (8:00 am August 3, 2023 to 8:00 am CST August 4, 2023).
7. There is no purchase necessary, only participation online, to be eligible to win. Odds of winning will depend on the total number of eligible entries received.
8. A random draw, conducted by UpHouse Inc., will take place at 9:30 am CST August 4, 2023 at the end of the contest period.

9. Prize winners will be contacted through a private message on Instagram. Private account users will need to check their message requests. The DrinkSenseMB Instagram feed will also be used to notify winners.
10. If the selected entrant cannot be contacted as described in item 9 or fails to respond **within 5 business days** from the time of initial attempt to contact, they will be disqualified and forfeit the prize. Another eligible entrant will be selected at random and shall be contacted and subject to disqualification in the same manner.
11. An entrant is deemed to be a winner when UpHouse Inc. confirms the entrant meets all contest conditions.
12. Total approximate value of five individual prizes valued at \$85 each is \$425.
13. An entrant can only win one prize.
14. All prizes are non-transferable and not convertible to cash and must be accepted as awarded.
15. In the event of circumstances beyond our control, Manitoba Liquor & Lotteries reserves the right to substitute the prize for another of approximately the same value and reserves the right to change the Contest Rules or terminate or withdraw the contest at any time, without prior notice.
16. Manitoba Liquor & Lotteries is not responsible for any injury or damage to persons or property arising from participating in the Contest, using any prize, or which may be otherwise caused directly or indirectly from the Contest.
17. Manitoba Liquor & Lotteries and its respective directors, employees, agents and contractors is not liable for any claims, damages, injuries, losses, costs or expenses entrants and winners may incur while taking part in or resulting from participation in this Contest.
18. Manitoba Liquor & Lotteries is not responsible for lost or stolen prizes after they have been awarded.
19. All prize claims are subject to verification and will be void if not obtained through legitimate channels or if not original, or if obtained other than in compliance with these Contest Rules and Regulations.
20. Prior to receiving a prize, each winner must pick up their prize in person at 777 - 70 Arthur Street, Winnipeg, MB and present valid photo identification and proof that they are the user of the winning Instagram account.
21. **PERSONAL INFORMATION:** Information collected for this Contest is confidentially maintained in accordance with the Freedom of Information and Protection of Privacy Act (FIPPA) and may be disclosed only in accordance with legislative enactments or as may be required by law. By entering the contest or accepting a prize, entrants' consent to the management of their personal information by UpHouse Inc. in reference to all matters related to this Contest carried

out by them without compensation.

22. If you have any questions or concerns about the management of your personal information, please contact the Privacy Coordinator at (204) 957-2500, extension 2552 or write to Privacy Coordinator, Manitoba Liquor & Lotteries, Unit A, 1555 Buffalo Place, Winnipeg, Manitoba R3T 1L9 or [privacy.compliance@mbl.ca](mailto:privacy.compliance@mbl.ca).
23. Manitoba Liquor & Lotteries has the right to publish the Instagram handle of winners without remuneration on the DrinkSenseMB Instagram feed and story.