

Manitoba Liquor & Lotteries

2018 Young Adult | Make it Memorable Instagram Contest

Contest Rules and Regulations

1. The contest runs from 12:00 a.m. CT October 1, 2018 to 11:59:59 p.m. CT November 30, 2018.
2. This contest is sponsored by Manitoba Liquor & Lotteries and will be administered by one of Manitoba Liquor & Lotteries' contracted advertising agencies.
3. PRIZES: One \$50 gift card awarded once per week during the contest period. Gift card type to be determined by contest administrator.
4. The contest is open only to Manitoba residents. 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 post a photo on their Instagram account, in either their Instagram story or feed, using the campaign hashtag (#MemoriesWorthSharing) during the dates the contest runs (12:00 a.m. CT October 1, 2018 to 11:59:59 p.m. CT November 30, 2018). The photo must show entrants using their DrinkSense (i.e., attending a party, an event or other gathering where alcohol may or may not be consumed). If alcohol is depicted, the image must show that it is being used in a sensible manner. Images that are submitted showing an excess of alcohol or showing individuals experiencing symptoms of over-consumption of alcohol will not be accepted as a contest entry.
7. An entrant's Instagram account does not have to be public. If an account is not public, the entrant can send their entry to the DrinkSenseMB Instagram account (managed by by Manitoba Liquor & Lotteries' advertising agency) as a private message. Entrants must also tag @drinksensemb in their post.
8. Only one entry per contest entrant will be accepted within a one week period. A one week period is defined as from 12:00 a.m. CT on Monday to 11:59:59 p.m. CT on Sunday of that same week during the contest period. If the entrant has more than one Instagram account, only one entry per account within the one week period (as defined), will be accepted.
9. 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.

10. This is an online contest only. Entries mailed to Manitoba Liquor & Lotteries will not be accepted.
11. A random draw, conducted by Manitoba Liquor & Lotteries' advertising agency, will take place each Tuesday before 4:30 p.m. CT during the contest period. The first draw will be on October 9, 2018 and the last one will be on December 4, 2018. Each weekly draw will include the entrants from the previous week.
12. Prize winners will be contacted through a private message on Instagram. The DrinkSenseMB Instagram feed will also be used to notify winners.
13. If the selected entrant cannot be contacted as described in item 12 or fails to respond **within 3 business days** from the time of initial attempt to contact, he or she will be disqualified and forfeits the prize. Another eligible entrant will be selected at random and shall be contacted and subject to disqualification in the same manner.
14. An entrant is deemed to be a winner when Manitoba Liquor & Lotteries' advertising agency confirms the entrant meets all contest conditions.
15. The contest is subject to all applicable federal, provincial and municipal laws and regulations.
16. For the purposes of these Contest Rules, the entrant is the individual whose name was submitted online and is the individual to whom the prize will be awarded if he/she is selected and declared a winner.
17. Total approximate value of nine individual prizes valued at \$50 each is \$450.
18. An entrant can only win one prize.
19. All prizes are non-transferable and not convertible to cash and must be accepted as awarded.
20. Manitoba Liquor & Lotteries may, at its sole discretion, change, alter or withdraw any contest or prize as Manitoba Liquor & Lotteries deems necessary.
21. 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.
22. 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.
23. 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.

24. Manitoba Liquor & Lotteries is not responsible for lost or stolen prizes after they have been awarded.
25. 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.
26. Prior to receiving a prize, each winner must pick up their prize in person and present valid photo identification. Acceptable pieces of photo ID include:
 - a. Valid Manitoba Driver's License
 - b. Canadian Forces ID
 - c. Canadian Firearms Possession & Acquisition License
 - d. Aboriginal Treaty Card
 - e. Secure Certificate of Indian Status
 - f. Passport
 - g. Travel Visa
 - h. Canadian Citizenship Card
 - i. Manitoba Identification Card
 - j. If photo ID is not available, the following two non-photo ID must be presented together:
 - i. Birth Certificate
 - ii. Provincial Health Registration Certificate
27. **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 Manitoba Liquor & Lotteries' advertising agency in reference to all matters related to this contest carried out by them without compensation.
28. Entrants agree to abide by the Contest Rules and Regulations and the decisions of Manitoba Liquor & Lotteries and their advertising agency, which are final.
29. If you have any questions or concerns about the management of your personal information, please contact the Privacy Compliance Officer at (204) 957-2500, extension 2552 or write to Privacy Compliance Officer, Manitoba Liquor & Lotteries, 1390 Pacific Avenue, Winnipeg, Manitoba R3E 3R9.
30. Manitoba Liquor & Lotteries has the right to publish the name, city/town of residence and recent photograph of winners without remuneration on various media and third-party social media platforms including but not limited to Instagram, Facebook and Twitter.
31. If you have any complaints or concerns about the conduct of this promotion, please contact the Director, Communications & Corporate Affairs at (204) 957-2500, extension 2781 or email andrea.kowal@mbll.ca.