

Dry9 Mocktail Official Contest Rules

This contest is only open to Alberta residents who are over the age of 18 years and is GOVERNED by Canadian Law.

The Dry9 Mocktail Contest (the “Contest”) is only residents of Alberta above the age of 18 years old. You understand that you are providing your information to the Sponsor (defined below) and any personal information you provide will only be used for the administration of this Contest and will be done so in accordance with Alberta’s Personal Information Protection Act and Freedom of Information and Protection of Privacy Act.

Eligibility

Contest is open to residents of Alberta above the age of 18 years old. This excludes all employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of the Alberta Gaming and Liquor Commission (AGLC) (the “Sponsor”), Zero Gravity Marking Inc. (the “Designated Representative”), and each of their respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the “Contest Parties”).

How to Enter

NO PURCHASE NECESSARY.

To participate in this Contest, you must complete, in full, the form and survey on the Dry9 website: <https://dry9.drinksenseab.ca/mocktail-contest/>

Contest Period and Entry Period

The contest and entry period run from 10:00 AM Tuesday, April 3 to 11:59 PM Monday, April 30, 2018.

License, Waiver and Release

By entering the Contest, and submitting an Entry, you agree to release and hold harmless Released Parties from and against any and all claims, damages, liabilities, costs, and expenses arising from use of his/her Entry, including, without limitation, any claims, damages, liabilities, costs, and expenses relating in any way to publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause <https://dry9.drinksenseab.ca/#supporters>

of action.

Right to Verify

All Entries are subject to verification at any time and for any reason. The Sponsor or the Designated Representative reserve the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor or the Designated Representative –including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor or the Designated Representative deems necessary, in their sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor or the Designated Representative in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor or the Designated Representative.

Winner Selection

Winner Selection will be determined by the Sponsor, based on the quality of the submission.

The Designated Representative and Sponsor will review all valid contest entries starting on Tuesday, May 1, 2018 in order to select the eligible Winner. The odds of being selected to become an eligible Winner depend on the number of eligible entries at contest close in accordance with these Rules.

The Designated Representative will make a minimum of one (1) attempt to contact the eligible Winner within twelve (12) business hours of the final decision. If an eligible Winner cannot be contacted within one (1) business day of the Draw Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to be a Winner) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries to become an eligible Winner (in which case the foregoing provisions of this section shall apply to such newly selected eligible Winner).

BEFORE BEING DECLARED A CONFIRMED WINNER (a “Winner”), the eligible Winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within five (5) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) releases the Contest Parties and each of their respective

officers, directors, agents, representatives, successors and assigns (collectively, the “Released Parties”) from any and all liability in connection with this Contest and his/her participation therein and; and (iii) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor or the Designated Representative in any manner whatsoever, including print, broadcast or the internet. If an eligible Winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot be (or is unwilling to be) a Winner for any reason whatsoever; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor or the Designated Representative’s sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor or the Designated Representative, be disqualified (and, if disqualified, will forfeit all rights to be a Winner) and the Sponsor or the Designated Representative reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries to become an eligible Winner (in which case the foregoing provisions of this section shall apply to such newly selected eligible Winner). All information provided by the Winner will be held by the Sponsor in accordance with Alberta’s Personal Information Protection Act.

The Prize and Approximate Retail Values

The Designated Representative will award one (1) Visa gift card with a value of \$100.00 CAD (One Hundred Canadian Dollars). The Sponsor reserves the right to modify the prize in its sole discretion, based upon, the circumstances of the contest, or other factors which may not be in the Sponsor’s control.

Without limiting the generality of the foregoing, the following general conditions apply to each Prize:

- i. Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash.
- ii. No substitutions except at Sponsor’s option.

General Conditions

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor or the Designated Representative with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. The Sponsor and Designated Representative reserve the right to cancel this Contest at any time and you are not entitled to any damages or other compensation as a result.

The Sponsor and Designated Representative also reserve the right to amend the terms and conditions of these Rules within ten business days from the start of the entry period and, upon posting of the amended Rules on this website, you are deemed to have agreed to the amended Rules whether your Entry was received prior to or after such posting. ANYONE DETERMINED TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR OR DESIGNATED REPRESENTATIVE AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of Twitter, Facebook or Instagram during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry or other material to be received, captured or recorded for any reason, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above.

Privacy

Your personal information is collected and managed in accordance with Alberta's Personal Information Protection Act, Freedom of Information and Protection of Privacy Act and other applicable laws. Any personal information obtained in the course of running this Contest will be used for administration and for marketing purposes for this Contest. Personal information will not be sold or distributed to any unrelated third party. Information will only be used for the reason it was collected (or as may be required by section 35 of the FOIP Act). We will only share your information with another department if they need it to provide you a service or if it is required by law.