



VOID IN ALL PROVINCES OUTSIDE OF MANITOBA AND WHEREVER PROHIBITED. DO NOT ENTER THIS CONTEST IF YOU ARE NOT 18 OR OLDER AND NOT CURRENTLY RESIDING IN MANITOBA. THIS CONTEST WILL BE CONSTRUED AND EVALUATED ACCORDING TO CANADIAN LAW.

TWISTED TEA: TWIST UP THE GREY CUP CONTEST

OFFICIAL RULES

- 1.** Entry Period: at 9:00:01 a.m. Eastern Standard Time (“EST”) on August 26th, 2019 and ends at 11:59:59 p.m. EST on September 30th, 2019, (the “Contest Period”).
- 2.** NO PURCHASE NECESSARY. A purchase will not increase your chance of winning. No coupon required. While quantities last.
- 3.** No Purchase method of entry:
You may enter the **TWISTED TEA: TWIST UP THE GREY CUP CONTEST** by sending a postcard with your name, address, AIR MILES Collector Card Number and phone number to:
TWIST UP THE GREY CUP - Contest & Promotion
Manitoba Liquor & Lotteries
830 Empress Street
Winnipeg, MB R3G 3H3 Attention: Marketing Dept
Postcards must be postmarked prior to 11:59:59 p.m. EST on September 30th, 2019 (E.S.T.).
No mechanically reproduced entries allowed.
- 4.** You may also enter by visiting any Manitoba Liquor Mart, swiping your AIR MILES®† Collector Card, and purchasing one of the following participating products (“Participating Products”):
TWISTED TEA 12X355ML CAN ORIGINAL
TWISTED TEA 12X355ML CAN HALF & HALF
You will earn one (1) entry for each 12 pack of a Participating Product purchased at any Manitoba Liquor Mart.
- 5.** Enter as often as you like, but each entry must be submitted separately. Any entry submitted using an automatic entry device or program will be disqualified.
- 6.** Valid entries received by the dates and times set forth in Rule 1 will be eligible for the drawing on or about **OCTOBER 11th, 2019** (see Rule 7, below, for drawing details). Proof of mailing, e-mailing and/or registering does not constitute proof of delivery or receipt by Sponsor. By entering, entrants acknowledge compliance with these Official Rules, including all eligibility requirements, and agree to waive all rights and remedies at law or in equity for any claim they may have relating to this promotion. All entries become the property of Sponsor and will not be returned.

7. Winner will be determined in a random drawing from among all eligible entries. A random selection will be made on or about **OCTOBER 11th, 2019** from all mail-in entries and Participating Product purchase entries submitted during the Entry Period. Each bottle purchased equals one contest entry. Odds of winning will depend on the total number of eligible entries received. **The draw will be managed and executed by Manitoba Liquor & Lotteries. Odds of winning will be determined by the total number of eligible entries received.** Winner will be notified by phone, mail or e-mail on or about **OCTOBER 21ST 2019**. Winning is contingent upon fulfilling all requirements of these Official Rules. To be declared a prize winner, the selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by mail, email or telephone. If a selected entrant fails to correctly answer the skill testing question then he/she will be disqualified and another entrant may (at the discretion of the Sponsor) be randomly selected.

8. Prizes: **2019 GREY CUP EXPERIENCE FOR 2.** The approximate retail value of all total available prizes is **\$3,500.00**. One Grand Prize includes; **roundtrip airfare to the host city of the Grey Cup, admission to the Grey Cup, hotel accommodations, a tailgate experience (as determined by Contest Sponsor) and a swag package for the Contest winner and one (1) guest.** Any difference between the stated ARV and actual value of prize will not be awarded in any form. Dollar amounts are expressed in Canadian currency. Prizes are non-transferable, and no prize substitutions or cash redemptions are allowed except by Sponsor in its sole discretion, or as otherwise provided herein. Company may substitute a prize of equal or greater value if an advertised prize becomes unavailable. All income taxes on prizes are the winners' sole responsibility. All prizes will be awarded according to these rules and distributed no later than **OCTOBER 21ST, 2019** provided they are claimed in accordance with these Rules.

9. Winners must provide valid government issued identification specified by Sponsor to claim a prize. Winners will be required to sign and return a Declaration and Release Form without additional compensation (where permitted by law) within **5 business days** of notification or the prize will be forfeited and awarded to an alternate winner, time permitting. If a selected entrant cannot be successfully contacted within **5 business days** of being selected and first attempted notification, prize will be forfeited and awarded to an alternate winner, time permitting. Except where prohibited, acceptance of a prize and/or participation in prize constitutes winner's agreement to hold harmless Sponsor, Provincial Liquor Boards, LoyaltyOne, Co., their parent, affiliate and subsidiary companies, advertising and promotion agencies, independent judges, and the officers, directors, employees and agents of each of them (individually and collectively for the purposes of this Paragraph 8, "Contest Parties") from and against any injuries, losses or damages arising in any way from or in connection with their participation in this promotion, the acceptance, possession or use of the prize, Contest Parties' reliance upon their compliance with these rules, or their participation in prize-related activities, and further constitutes winner's and guests' agreement that the Contest Parties may use their names, voices, likenesses and/or biographical data for advertising and promotional purposes in any and all media worldwide without limitation or additional compensation.

10. This Contest is open to legal residents of Manitoba who are 18 years of age or older at the time of entry, except employees, directors, officers and agents of Sponsor, Manitoba Liquor & Lotteries, employees of LoyaltyOne, Co. and, their parent, affiliate, and subsidiary companies, wholesalers, distributors, licensed retailers, their advertising and promotion agencies, independent judges and members of the immediate families or households of any of the above. This Contest shall only be construed and evaluated

according to applicable Canadian Federal, Provincial and/or Municipal laws and regulations, and submission of an entry constitutes acceptance of the laws in Canada. This Contest is void outside of Manitoba and where prohibited by law.

11. PERSONAL INFORMATION: By entering the contest or accepting a prize, entrants consent to the collection, use, storage and distribution of their personal information, including without limitation their name, address, telephone number and age by Sponsor in reference to all matters related to this contest or in any publicity carried out by them without compensation and agree to abide by the contest rules and the decisions of Sponsor, which are final. Such information is stored for only so long as required to complete the purpose for which it was collected. An entrant's personal information shall not be provided to any third party by Sponsor without the entrant's consent. If an entrant would like that personal information removed from Sponsor's database at the conclusion of the contest, send this request in writing to **MOOSEHEAD BREWERIES LTD.** 171 East Liberty Street, Toronto, Ontario, M6K 3P6.

12. The Provincial Liquor Boards/Agencies/Retailers are not connected with this contest in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter that relates to this contest.

13. This contest is managed by The Manitoba Liquor & Lotteries and MOOSEHEAD BREWEIRES LTD., LoyaltyOne, Co. is in no way connected to the management of this contest.

14. To enroll in the AIR MILES^{®†} Reward Program visit www.airmiles.ca. By enrolling to become an AIR MILES^{®†} Collector you agree to be bound by the terms and conditions of the AIR MILES^{®†} Reward Program as amended from time to time.

Legal Notice. Privacy Policy. Please see **MOOSEHEAD BREWERIES LTD** legal notice and privacy policy for more information.

Please Drink Responsibly

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