

OFFICIAL CONTEST RULES AND TERMS AND CONDITIONS FOR THE “George Street Festival” CONTEST FROM THE ATLANTIC LOTTERY CORPORATION

The “George Street Festival” contest is sponsored by Atlantic Lottery Corporation Inc. (“ALC”) and is open to Facebook and Instagram users who are 19+ and residents of Nova Scotia, New Brunswick, Prince Edward Island, or Newfoundland and Labrador from 00:00:00 Atlantic Time on Thursday, July 17, to 23:59:59 AT on Sunday, July 20, 2025.

The contest provides participants with a chance to win one (1) Grand Prize package or one (1) Secondary Prize package for George Street Festival from July 31 to August 6, 2025 in St. John’s, NL. The Grand Prize package includes two (2) VIP passes to George Street Festival for the duration of the festival hosted by George Street Association from July 31 to August 6, 2025, in St. John’s, NL. The Secondary Prize package includes four (4) General Admission passes to George Street Festival for the duration of the festival hosted by George Street Association from July 31 to August 6, 2025, in St. John’s, NL.

To enter the contest, participants must go to Atlantic Lottery’s official Facebook page (www.facebook.com/atlanticlottery) and/or official Instagram account (www.instagram.com/atlanticlottery) to like and leave a comment on the designated contest post during the Contest Period about whether or not they have been on George Street before. The designated contest post on either Facebook or Instagram must be liked and commented on and the comment must be left on the post in order to be eligible to win.

CONTEST PERIOD

The “George Street Festival” contest will take place between 00:00:00 Atlantic Time on Thursday, July 17, to 23:59:59 AT on Sunday, July 20, 2025.

HOW TO ENTER

How to participate in this contest:

1. No purchase is necessary to enter this contest.
2. To enter the draw for a chance to win, participants must go to Atlantic Lottery’s official Facebook page (www.facebook.com/atlanticlottery) and/or official Instagram account (www.instagram.com/atlanticlottery) to like and leave a comment on the designated contest post during the Contest Period about whether or not they have been on George Street before. The designated contest post on either Facebook or Instagram must be liked and commented on and the comment must be left on the post in order to be eligible to win.
3. To participate in the contest, participants must be 19+ and a resident of Nova Scotia, New Brunswick, Prince Edward Island, or Newfoundland and Labrador.
4. Unlimited entries are permitted. Each like and comment counts as an entry.
5. Inappropriate content as determined by Atlantic Lottery Corporation will be disqualified. Content must not, in the sole and unfettered discretion of the AL, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content; including, but not limited to, crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content

that endorses, condones and/or discusses any illegal, inappropriate or risky behavior or conduct (including but not limited to the use of alcohol or drugs); personal information of individuals, other than names.

6. Potential winners will have 24 hours to provide proof of age and residency of Atlantic Canada once an Atlantic Lottery representative has contacted them via Facebook and/or Instagram.

DRAWS AND PRIZES

1. During the Contest Period, participants have a chance to win one (1) Grand Prize package or one (1) Secondary Prize package for George Street Festival from July 31 to August 6, 2025 in St. John's, NL. The Grand Prize package includes two (2) VIP passes to George Street Festival for the duration of the festival hosted by George Street Association from July 31 to August 6, 2025, in St. John's, NL. The Secondary Prize package includes four (4) General Admission passes to George Street Festival for the duration of the festival hosted by George Street Association from July 31 to August 6, 2025, in St. John's, NL.
2. A total of two (2) prize packages will be awarded. An entrant can only win one (1) prize.
3. The approximate value of the Grand Prize package is \$1,400. The approximate value of the Secondary Prize package is \$1,150. The winner does not have a cash option.
4. This prize package is non-transferable.
5. If the potential winner has not contacted ALC within 24 hours of being notified of the winning, ALC shall have the right to disqualify the potential winner and draw an alternate winner for the same prize. ALC shall be fully and completely released and discharged from any liability or responsibility in this regard. Government issued photo identification must be provided for proof of identification and age. If the winner is under the age of nineteen (19) they will be disqualified and an alternate winner for the same prize will be drawn.
6. Atlantic Lottery is not responsible if the event is canceled for unforeseen reasons. No cash value will be awarded.
7. Prize package winner(s) and their guest(s) must be at least 19 years of age.

RANDOM DRAW AND ODDS

On July 21, 2025 (or as soon as possible thereafter) a random draw will be conducted for each prize from all eligible entries received during the Contest Period. The odds of winning the prize will depend upon the total number of eligible entries received during the contest period. All draws adhere to the draw procedures established for the draw by Atlantic Lottery.

ENTRY LIMIT

The designated contest post on either Facebook or Instagram must be liked and commented on in order to be eligible to win. Unlimited entries are permitted; each like and comment counts as an entry. Comments must be left on the designated contest post in order to be eligible to win. If it is discovered by the sponsor (using any evidence or other information made available to or otherwise discovered by the sponsor) that any person has attempted to use multiple names, identities, email addresses, accounts, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the sponsor's interpretation of the letter and spirit of these rules to enter or otherwise participate in or to disrupt this contest; then he/she may be disqualified from the contest in the sole and absolute discretion of the sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the entry is not fully completed with

all required information and submitted and received during the applicable entry period in accordance with these rules. The sponsor, contest parties, Facebook Inc., Instagram, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “released parties”) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries (all of which are void).

CONTEST ELIGIBILITY

This contest is open to residents of Nova Scotia, New Brunswick, Prince Edward Island, or Newfoundland and Labrador, who are nineteen (19) years of age or older and reside in Atlantic Canada. Notwithstanding the foregoing, this Contest is not open to employees (including full-time, part-time and student employees; persons who are directly on payroll; and employees who are on paid or unpaid leave), officers, directors, representatives or agents (and those with whom any of the foregoing persons are domiciled, whether related or not) of the following entities:

1. ALC;
2. New Brunswick Lotteries and Gaming Corporation, New Brunswick Gaming Control and Licensing Services, Nova Scotia Gaming Corporation, Nova Scotia Alcohol, Gaming, Fuel and Tobacco Division, Prince Edward Island Lotteries Commission, or a shareholder of the ALC that is directly involved with the affairs of the ALC;
3. the respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies of any of the foregoing parties mentioned in sections 1 and 2 above; or
4. any entity involved in the development, production, implementation, administration, judging or fulfillment of this Contest, including employees of any organization affiliated with the George Street Festival.

Note: Any individual who has falsified their registration information will be ineligible to receive their prize upon winning.

DELIVERY OF PRIZES

1. ALC will attempt to contact the potential winner via Facebook and/or Instagram within one (1) business day after the draw (or as soon as possible thereafter). If ALC is not able to contact the potential winner after 24 hours after the initial attempt, ALC shall have the right to disqualify the potential winner, and the entry drawn immediately after the disqualified entry for the prize will be eligible to win the prize that otherwise would have been awarded for the previously selected entry.
2. Government issued photo identification must be provided for proof of identification and age. If the winner is under the age of nineteen (19) they will be disqualified, and the next potential winner will be contacted. Winners will be notified by phone or email.
3. Winner must provide the completed prize claim form issued by ALC and proof of identification within 24 hours of being contacted; failure to do this will result in the winner waiving their right to the prize. The prize claim form must be completed before any prize is issued by ALC.

PRIVACY

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

GENERAL RULES

1. Participants must reside in New Brunswick, Nova Scotia, Prince Edward Island or Newfoundland and Labrador and be nineteen (19) years of age or older.
2. In order to be declared a winner, the player whose entry is selected will be required to correctly answer, unaided, a mathematical skill-testing question.
3. The chance of winning is dependent on the number of entries received for the contest draw.
4. Members who have registered through fraudulent means or have provided false or misleading information will be disqualified. ALC will not be responsible for failed entry attempts for any reason whatsoever.
5. By entering this contest players agree to release and hold harmless ALC, retailers of ALC (collectively "Released Parties"), and the shareholders, directors, officers, employees and agents of the Released Parties from any claim, loss, expense or other liability arising from participation in this contest or the awarding, acceptance or use of any prize awarded under the contest.
6. Decisions of ALC with respect to this contest are final on all matters of fact, interpretation, eligibility and procedure.
7. ALC has the right, at its sole discretion, to make prize substitutions of equivalent kind and value in the event of unavailability of any specified prize for reasons beyond ALC's control. Unclaimed prizes will not be awarded.
8. Except as otherwise specified in these contest rules, winners must accept prizes as awarded.
9. By entering this contest, winners agree to allow ALC and its agents to publish, and/or broadcast their name, likeness, addresses, voices, statements and submitted photographs without compensation other than the prize awarded.
10. All entries become the property of ALC who assume no responsibility for garbled, illegible, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No contest entries will be entered into except with entries selected as potential winners. Requests for official contest rules and regulations or names of prize winner(s) can be mailed to: Atlantic Lottery Corporation, PO Box 5500, 922 Main St., Moncton, NB, E1C 8W6 (for which a self-addressed, postage paid envelope must be included). ALC does/do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. If for any reason, in the opinion of ALC, in its/their sole discretion, the contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond its/their control, ALC reserves its/their right to cancel, terminate, modify, amend or suspend the contest including canceling any method of entry, and select a winner from previously received eligible entries.

ALC reserves their right to modify the official rules and regulations of this contest without materially affecting the terms and conditions hereof. ALC reserves their right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the contest or to be acting in violation of these official rules and regulations or otherwise in a disruptive manner.

11. This contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this contest, 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 contest. ALC will not sell or transmit this information to third parties except for the purposes of administering this contest. 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.
12. ALC is not responsible for commencing, continuing or completing the "George Street Festival" contest or awarding the prize in the event of circumstances beyond the control of ALC.
13. All draws will adhere to the draw procedures established for the draw by ALC.
14. These official rules govern the contest 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.
15. ALC reserves the right to cancel this contest, in whole or in part, or to delay the contest for any reason whatsoever and without prior notice, including in cases of fortuitous events or *force majeure*.

FACEBOOK DISCLAIMER

This contest is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Atlantic Lottery and not to Facebook. The information you provide will only be used to administer the contest in accordance with Atlantic Lottery's privacy policy. Facebook is completely released of all liability by each entrant in this contest. Any questions, comments or complaints regarding the contest must be directed to Atlantic Lottery and not Facebook.

INSTAGRAM DISCLAIMER

This contest is in no way sponsored, endorsed or administered by, or associated with Instagram. You understand that you are providing your information to Atlantic Lottery and not to Instagram. The information you provide will only be used to administer the contest in accordance with Atlantic Lottery's privacy policy. Instagram is completely released of all liability by each entrant in this contest. Any questions, comments or complaints regarding the contest must be directed to Atlantic Lottery and not Instagram.

Aussi disponible en français.