

Beach Chair Lager & 2017 LOTTO MAX Presents Cavendish Beach Music Festival BEACH CHAIR ZONE Upgrade Package Contest

("The Contest") OFFICIAL CONTEST RULES

1. **TO ENTER:** The Contest is open to residents of Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland & Labrador, Ontario, Manitoba, Saskatchewan, Alberta & British Columbia, Nunavut, Northwest Territories and Yukon aged 19 or older only (residents of Quebec are not eligible). Only one (1) entry per person is permitted. Entries must be from persons over nineteen (19) years of age. Contest entries can be submitted anytime from 9:00 AM Atlantic Time, May 11, 2017 to 11:59 PM, Atlantic Time on June 21, 2017. Contest closes at 12:00 midnight, Atlantic Time on June 22, 2017. At this time, the winner(s) will be drawn by random draw from the Instagram #ShareAChair entries. No purchase necessary.
2. **PRIZES:** There are six (6) separate prize packages available to be won. Each Prize is offered by the Sponsors (Beach Chair Lager c/o PEI Brewing Company and LOTTO Max Presents Cavendish Beach Music Festival) and consist of the following:
 1. Winner(s) will receive one (1) prize package containing two (2) VIP Beach Chair Zone upgrades to the 2017 LOTTO MAX Presents Cavendish Beach Music Festival.
 2. Prize is valid to noted festival and location only and cannot be exchanged for alternate events. Any portions of unused prize will be forfeited.
 3. The Sponsors, at their sole discretion, can cancel the prize without notice.
 4. Prizes are non-transferable and have no cash value.
 5. Winner(s) is solely responsible for all flights, lodging and travel arrangements, travel Insurance, spending money, tips, meals and other charges not specifically mentioned as part of the prize as well as access into the 2017 LOTTO MAX Presents Cavendish Beach Music Festival (winner must already have GA-level ticket or above to be eligible for contest).
 6. Any costs or expenses associated with the Prizes not outlined as included above, including but not limited to transportation between winner's residence and the transfer points, taxes, travel and/or medical insurance, airport improvement fees, drinks, meals, and gratuities, are the responsibility of the winner.
 7. Once the Prize has been finalized between the Winner(s) and Sponsor, no changes can be made unless approved by Sponsor.
 8. Approximate value of each Prize is \$1000 CAD. Winner is not entitled to any difference in the stated and actual value.
 9. Winner(s) must be 19 years of age or older to participate in this prize. It is the responsibility of the winners to ensure all necessary documents (two pieces of Photo ID and any necessary documents) are included and presented when entering the festival.
3. **ELIGIBILITY:** To be eligible, you must be nineteen (19) years of age or older and a resident of Prince Edward Island, New Brunswick, Nova Scotia, Newfoundland & Labrador, Ontario, Manitoba, Saskatchewan, Alberta or British Columbia aged 19 or older only (residents of Quebec, Nunavut, Northwest Territories and Yukon are not eligible). You are not eligible if you are:
 1. An employee of The PEI Brewing Company or LOTTO MAX Presents Cavendish Beach Music Festival (together, the "Sponsors"), their respective affiliates, advertising or promotional agencies, contest judging organization, any participating stores or the prize suppliers; or

2. A member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons. Winner and the Winner's Guest will not be eligible to win another prize from the Sponsors for a period of ninety (90) days.
3. An employee of the PEI Liquor Control Commission, their respective affiliates, advertising or promotional agencies, or a member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons.

4. RELEASES: Before being officially declared "The Winner", the successful drawn qualifier and their guest will be required to sign a Declaration of Compliance with the Contest Rules and a Release of Liability.

5. PERSONAL INFORMATION: By entering this Contest, The Winner and the Winner's Guest consent to the collection, use and disclosure of their personal information for the purposes of administering and promoting The Contest. By accepting the Prize, The Winner and the Winner's Guest consent to the collection, use, and disclosure to the public of their names, addresses (city and Province only), voices, statements and photographs or other likenesses for publicity purposes in connection with The Contest and other marketing campaigns in any media or formats, including but not limited to the Internet, and social media channels, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent of the Winner and the Winner's Guest.

6. MISCELLANEOUS:

1. Entrants who have not complied with these Official Rules are subject to disqualification from this contest and any future contest or other promotion conducted by Sponsors.
2. Prizes are not transferable and must be accepted as awarded, with no substitutions in cash or otherwise, except at Sponsors' sole discretion.
3. Sponsors reserve the right to substitute a prize of equivalent or less monetary value if a prize, or any part of a prize cannot be awarded as described for any reason.
4. Sponsors will not be responsible, however, if weather conditions, event cancellations, or other factors beyond Sponsors' reasonable control prevent prizes from being fulfilled. In any such event, the winner will not be provided with a substitute prize or cash equivalent. Prizes will only be released to the verified winners.
5. Winner(s) are only eligible to receive one (1) prize package for the duration of the contest.
6. All decisions of Sponsors or any contest judging organization designated by them are final and binding in all manners relating to this Contest.
7. The Contest and its promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.

7. RIGHT TO TERMINATE OR AMEND: Sponsors reserve the right to terminate or amend this Contest at any time and without prior notice if any factor interferes with its proper conduct as contemplated by these Official Rules. Contest is subject to all applicable federal, provincial and municipal laws.