



**WEEKEND AWAY IN PRINCE EDWARD COUNTY CONTEST**  
**PRESENTED BY THE COUNTY CIDER COMPANY**

**CONTEST RULES AND REGULATIONS**

**1. CONTEST PERIOD**

The Prince Edward County contest presented by The County Cider Company (the “Contest”) commences at 12:00 a.m. Eastern Standard Time (“EST”) on July 12th, 2019 (the “Contest Starting Date”) and ends at 10:00 p.m. EST on August 24, 2019, (the “Contest Period”). This Contest is brought to you by **The County Cider Company** (the “Contest Sponsor”).



**2. ELIGIBILITY**

Contest is open to all legal residents of Canada, excluding residents of Quebec, who have reached the legal drinking age in the Province of Ontario at the time of Contest entry.

Notwithstanding the above, this Contest is not open to employees of the Contest Sponsor, or their divisions, subsidiaries, affiliates, advertising and promotional agencies, Contest suppliers and judges, employees and contractors of the provincial liquor agencies, liquor licensees and their employees, and members of their immediate families (parents, siblings, spouses) and those with whom they are domiciled.

**3. HOW TO ENTER.**

There will be three methods of entry:

- 1) All persons who purchase a ticket through the Toronto Cider Festival website to attend the 2019 festival from July 12th, 2019 – July 31st, 2019 will be automatically entered into the Contest.
  - i) Persons can purchase a maximum of 10 (ten) tickets under a selected name.
  - ii) Tickets cannot not be combined with any other offers or 3<sup>rd</sup> party ticket providers (eg. Groupon or Travelzoo)
  - iii) Tickets cannot be combined with any promotional discounts
- 2) To participate, legibly complete a ballot which can be obtained by purchasing a County Cider sample from at the Toronto Cider Festival 2019 on August 23<sup>rd</sup>, 2019 or August 24<sup>th</sup>, 2019 and submit the completed ballot to The County Cider Company Booth.
  - i) All contestants must have completed the ballot with their name, email, telephone number, all 3 event evaluation questions and signature to qualify
  - ii) Only 1 (one) ballot per person
  - iii) Submitted candidate must be present at the Event in order to be eligible to win
- 3) No purchase is necessary to enter or to win. For a no-purchase-necessary entry, send a 50-word essay on your knowledge of County Cider
  - i) Include your name, address, telephone number, gender, birth date and a self-addressed stamped envelope to “**Toronto Cider Festival 2019 Weekend Away in Prince Edward County**”, 34 Thomas Elgie Drive, Suite 302, Toronto, ON M4G 4J5
  - ii) All entries will need to be mailed in to reach the above address by July 25th, 2019 in order to qualify





#### 4. WINNER SELECTION/DRAWS.

During the Contest Period those who purchase a ticket to the Toronto Cider Festival 2019 through the Toronto Cider Festival website in between July 12<sup>th</sup>, 2019 – July 31<sup>st</sup>, 2019, submit a no purchase necessary enter to win by July 25<sup>th</sup>, 2019 or complete a ballot at The County Cider Company Booth at the Toronto Cider Festival on August 23<sup>rd</sup>, 2019 or August 24<sup>th</sup>, 2019, will have a chance at winning a Prize. On August 24<sup>th</sup>, 2019, a ballot for the Prize will be drawn from all eligible ballots received during the Contest Period.

Throughout the Contest period there will be four (4) qualifier draws:

- 1) July 29<sup>th</sup>, 2019 at 12:00pm – this will be the qualifier draw for those who purchased a ticket through Toronto Cider Festival website between July 12<sup>th</sup>, 2019 – July 31<sup>st</sup>, 2019 or submitted a no purchase necessary entry by July 25<sup>th</sup>, 2019
- 2) August 23<sup>rd</sup>, 2019 at 10:30pm – This will be the draw from the ballots received at The County Cider Booth during the Friday Night Session of the Toronto Cider Festival 2019
- 3) August 24<sup>th</sup>, 2019 at 3:30pm – This will be the draw from the ballots received at The County Cider Booth during the Saturday Waterfront Day Drinking Session of the Toronto Cider Festival 2019
- 4) August 24<sup>th</sup> 2019 at 10:00pm – This will be the draw from the ballots received at The County Cider Booth during the Saturday Night Party Session of the Toronto Cider Festival 2019

FINAL DRAW: August 24<sup>th</sup> 2019 at 10:30pm – from the four (4) qualifiers, a winner will be announced on stage at the Toronto Cider Festival 2019.

The Contest Sponsor, affiliates and subsidiaries and their respective directors, officers, employees and agents are exempt from all liability of any kind, including without limitation any loss, damage, injury (including personal injury) or expense in connection with this Contest or occurring as a result of the Prize being awarded. By participating in this Contest, all participants declare that they have read, understand and complied with the Contest rules, consent to the use of their name and information for the purpose of advertising or promotion without further compensation, and agree to abide by all decisions by the Contest Sponsor and Toronto Cider Festival Inc. The Contest Sponsor is not responsible for errors in the offer or administration of this Contest including but not limited to errors in advertising the Contest rules, the selection and announcement of the winners or the distribution of any Prize. The odds of winning depend on the number of eligible entries received.

The Contest Sponsor and Toronto Cider Festival Inc. reserves the right to disqualify ballots that it deems in its sole discretion to be harmful to individual users, Contest Sponsor, or any rights of the Contest Sponsor or its affiliates or any other party, including any unlawful, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, sexually explicit, profane, hateful or racially offensive, ethnically offensive, or otherwise objectionable material of any kind, including but not limited to any material that encourages conduct that would constitute a criminal offense, give rise to civil liability, or otherwise violate any applicable local, state, provincial, national, federal or international law.

By entering this Contest, you agree to abide by and be bound by these Contest rules and the decisions of the Contest Sponsor and Toronto Cider Festival Inc. with respect to all aspects of the Contest, which decisions are final.







## 5. PRIZE

The Grand Prize consists of a two (2) night stay for two (2) people at The Merrill House in Prince Edward County, Ontario, one (1) lunch and one (1) private cider tasting at The County Cider Company, one (1) dinner at The Acoustic Grill, one (1) dinner at the Hartley's Tavern, one (1) lunch at The County Canteen and beverage tastings at Rosehall Run Winery, Kinsip House of Fine Spirits and 555 Brewing.

Total prize package is valued at approximately \$1,200.00 CAD.

This package must be utilized between **October 16th, 2019 and May 15th, 2020**. Booking must be made at least 30 days in advance.

All travel is subject to availability and must be determined in conjunction with the Contest Sponsor. The Contest winner and his/her respective travel companion are responsible for all costs not expressly described, including without limitation to, travel and health insurance, travel documentations (e.g. passport), taxes, travel baggage, ground transportation, gratuities, room service, any applicable overnight layovers, personal expenses, departure taxes and transfers. Booking is based on space availability at time of booking. The travel companion must travel on the same itinerary as the winner. Trip extensions and changes are at the expense of the Prize winner. It is the Prize winner's and his/her travel companion's responsibility to arrange transportation to get to and from Prince Edward County. The Contest Sponsor is not responsible if the Contest winner and/or his/her travel companion are unable to attend the weekend for any reason. A minimum of one person, either the Prize winner or the travel companion, must hold a valid credit card to cover any incidentals or any other requirements that may be required. The Prize must be taken as awarded; otherwise it is null and void.

The Prize is not transferable or convertible to cash. No substitutes except at the Contest Sponsor's option. The Contest Sponsor reserves the right to substitute a prize or prize component for one of equal or greater value. Notwithstanding the foregoing, the Contest Sponsor shall not be responsible to substitute a prize or portion thereof where such prize cannot be redeemed due to factors beyond its reasonable control.

The Contest Sponsor and Toronto Cider Festival Inc. together with their promotional, marketing or advertising agents and affiliated companies, reserve the right to withdraw, amend or terminate this Contest at any time without prior notice. Unclaimed prizes will not be awarded. Return of any Prize as undeliverable may result in disqualification.

Acceptance of a Prize constitutes permission for the Contest Sponsor and Toronto Cider Festival Inc. and its agencies to use winner's name and/or likeness for advertising and promotional purposes without additional compensation, unless prohibited by law. The Contest Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize.

## 6. PRIZE NOTIFICATION

One (1) potential winner will be randomly selected from all eligible qualifying winning ballots received during the Contest Period at the Toronto Cider Festival at Sherbourne Common at 61 Dockside Drive, Toronto, ON M5A 1B6, on August 24th, 2019 at approximately 10:30 p.m. EST ("Contest Draw Date").

Contest Sponsor will provide the selected prize winner with a winner's basket that includes the Grand Prize (as outlined in





Section #5). If a selected winner cannot be reached on the Contest Draw Date or declines the Prize, the Prize may not be awarded and Toronto Cider Festival Inc./Contest Sponsor reserves the right to randomly select another entry from the remaining eligible ballots at the sole discretion of Toronto Cider Festival Inc./Contest Sponsor

## 7. GENERAL

Prize must be accepted as offered and/or awarded and may not be transferred, exchanged or substituted, whether for cash or otherwise except as expressly provided in these Contest rules or at the Contest Sponsor's sole discretion. The Contest Sponsor reserves the right to substitute a prize or portion thereof with one of at least equal value, including in the event of the unavailability, for whatever reason, of the advertised prize.

In the event of any dispute regarding the interpretation of these Contest rules, the decision or interpretation of the Contest Sponsor shall prevail.

All entries become the property of the Contest Sponsor. Any entry that is illegible, incomplete, altered, or contains false information, is invalid. Contest Sponsor is not responsible for lost, stolen, delayed, damaged or misdirected claims or entries or votes or for any problems or technical malfunction of any internet or telephone network or broadcast transmission during the Contest Period. The Contest Sponsor is not responsible for any errors or omissions with respect to the printing or advertising of this Contest and reserves the right to withdraw, amend or cancel this Contest in the event of a printing or administrative error. The Contest Sponsor and Toronto Cider Festival Inc. in their sole discretion may withdraw, amend, cancel, suspend, terminate or modify this Contest in any way, in whole or in part, without notice, for any reason including if it determines in its sole discretion that this Contest is no longer capable of running as intended, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause of any nature whatsoever.

The Contest Sponsor accepts no responsibility for loss, damage or claims caused by the awarded prizes or the Contest itself. By entering, the entrant releases and holds harmless Contest Sponsor, its affiliated and related companies and advertising, promotional agencies and all of their respective directors, officers, shareholders, employees, agents, successors and assigns (collectively, the "**Contest Entities**") from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or any prize won. Winner must comply with any applicable manufacturer warranty, terms and conditions and/or user guide for any prize won.

Without limiting the release of liability provisions herein, and for greater certainty, the Contest Entities will not be liable for: a) any incorrect or inaccurate information, whether caused by users of the Contest or by any equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of entries in the Contest; b) any error, omission, interruption, deletion, defect or delay in the operation of the Contest or any transmission in connection with the Contest; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of email which may occur for any reason whatsoever, including technical problems or traffic congestion on the Internet or at any website or combination thereof; or e) any injury or damage to entrants' or to any other person's computer related to or resulting from participating or downloading materials in this Contest.

Entries must be made only by the original, manual keystrokes of the individual entrant. Use of any automated system including robotic or form filling software to enter or participate is prohibited and will result in disqualification of all entries by anyone using such assistance.





The Contest Sponsor and Toronto Cider Festival Inc. reserves the right at its sole discretion to disqualify any individual from the Contest, and to ban that individual from participation in any future promotion of the Contest Sponsor, if the Contest Sponsor finds or believes such individual to be tampering with the entry process or the operation of the Contest or where applicable to be acting in violation of the Contest rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Contest Sponsor, the Contest Sponsor's agencies, other entrants or any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. The Contest Sponsor's failure to enforce any term of these Official Contest Rules shall not constitute a waiver of that provision.

By entering this Contest, you consent to the use by the Contest Sponsor and Toronto Cider Festival Inc., should you become a winner, of your name, place of residence and photograph or other likeness for publicity, advertising or informational purposes in any media or format (including the Internet) now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law, in connection with this Contest or future similar contests. By entering, you declare that you have complied with the Contest rules.

This Contest is subject to all applicable laws and shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.

The invalidity or unenforceability of any provision of these Contest rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Contest rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

The provincial liquor agencies are not connected with this Contest in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter which relates to this Contest.