

FRESHLY FARMED CONTEST

**JULY 14TH -
AUGUST 26TH, 2022**

1. ELIGIBILITY

To be eligible to win, a person must be (a) a resident of Prince Edward Island, (b) 18 years of age or older and (c) is not a director or employee of the PEI Aquaculture Alliance, Insight Studio or part of their immediate families. The contest is void where prohibited or restricted by law. The PEI Aquaculture Alliance reserves the right to cancel the contest or modify these rules at its discretion.

Decisions of the PEI Aquaculture Alliance will be final. No purchase is necessary. Any, and all, disputes will be resolved in the appropriate courts in the Prince of Prince Edward Island and subject to the laws of the province. Should there be a conflict between the laws of Prince Edward Island and any other laws, the conflict will be resolved in favour of Prince Edward Island. The "Freshly Farmed" contest is subject to all Federal, Provincial, and Municipal laws.

2. FORMAT:

Entries are to be submitted electronically. This promotion is in no way sponsored, endorsed, administered by/or associated with Facebook, Instagram, or Twitter.

3. ENTRIES AND IDENTIFICATION:

Entries are to be submitted electronically through the following channels:

- Farmers of the Sea Facebook, Instagram, and/or Twitter contest posts
- Entry via <https://farmersofthesea.com/contests>

The PEI Aquaculture Alliance/Farmers of the Sea holds the right to disqualify or hide entries with inappropriate content.

4. PRIZING:

GRAND PRIZE (1): The grand prize will consist of two weekend passes to the 2022 PEI International Shellfish Festival, September 15-18, 2022. The PEI Aquaculture Alliance holds the right to provide alternative prizing if required. The prize is non-transferable. No substitution or cash equivalent for the prize is permitted. Prize value of \$177.10.

WEEKLY PRIZES (5): Weekly prizes will be held leading up to the grand prize. Weekly prizes will consist of PEI Aquaculture product (mussels, oysters or finfish) and selected by the winner. The prizes must be claimed by October 28th, 2022. The prizes are non-transferable. No substitution or cash equivalent for the prize is permitted. Prizes valued between \$25-\$30 each.

5. PUBLICATION:

Winners' names and photographs may be published on the PEI Aquaculture Alliance and/or Farmers of the Sea website and/or social media channels. The PEI Aquaculture Alliance reserves the non-exclusive right to publish any entry and/or use any entry in promotional and advertising materials.

6. DEADLINE:

Grand Prize: All entries must be received or uploaded through the entry channels outlined above and must be received prior to 11:59pm AST, August 26th, 2022.

Weekly Prizes: All entries must be received or uploaded through the entry channels outlined above and must be received prior to 11:59pm AST, on the Thursday before the draw date (schedule below).

- THURSDAY, JULY 21ST, 11:59PM AST, DRAW DATE FRIDAY, JULY 22ND
- THURSDAY, JULY 28TH, 11:59PM AST, DRAW DATE FRIDAY, JULY 29TH
- THURSDAY, AUGUST 4TH, 11:59PM AST, DRAW DATE FRIDAY, AUGUST 5TH
- THURSDAY, AUGUST 11TH, 11:59PM AST, DRAW DATE FRIDAY, AUGUST 12TH
- THURSDAY, AUGUST 18TH, 11:59PM AST, DRAW DATE FRIDAY, AUGUST 19TH

Winners will be notified by 4:00pm AST on the day of the draw.

7. ODDS:

The odds of winning either the weekly or grand prize will depend on the number of eligible entries received.

8. JUDGING:

The prize winners will be selected by random draw by a third-party partner (Insight Studio - 119 Kent Street, Suite 710, Charlottetown, PE, C1A 1N3). The grand prize will be drawn on August 29th, 2022, at 12:00pm AST and the winner will be notified by email and/or social media by September 1st, 2022, at 12:00pm AST. The weekly prize winners will be drawn on July 22, July 29, August 5, August 12, and August 20th at 12:00pm AST and notified the same day by 4:00pm AST. The PEI Aquaculture Alliance reserves the right to disqualify any entrant. Reasonable efforts will be made to contact the winners by email and/or social media, but in the event that the winner cannot be contacted within three business days from the time of judging, that winner shall be deemed void and a new winner will be drawn.

The winners of the contest will be required to answer a mathematical skill-testing question and provide Government Issued identification as proof of residency.

9. RESPONSIBILITY:

The PEI Aquaculture Alliance/Farmers of the Sea is not responsible for any failure of the website during the contest. Nor is it responsible for any problems or technical malfunctions of the computer, online systems, servers, access providers, computer equipment, software or any email, online or internet entry lost due to technical problems or traffic congestion on the internet or of any website combination. The PEI Aquaculture Alliance/Farmers of the Sea is not responsible for any injury or damage to an entrant's, or any other person's, computer or property in relation to or resulting from playing or downloading any material in the promotion. The PEI Aquaculture Alliance/Farmers of the Sea is not responsible or liable for package delivery or unmet expectations of accommodation, food, activities, or anything else included in the prize.