

Kentucky Lottery Corporation
Facebook Live “What is Poppin’?” Social Action Promotion
Social Promotion
Rules & Regulations

GENERAL:

1. The Kentucky Lottery Corporation (KLC) plans to conduct a **“What is Poppin’?”** Social Action Promotion via the KLC Facebook page. To be eligible, all entries must be received in the manner set forth below.
2. The promotion will begin Tuesday, August 25, when the promotion specific post is published. The promotion will end 30 minutes from when post is published.
3. Five (5) prizes will be awarded. Each prize for this promotion will include one (1) CASH POP T-shirt.
4. Approximate Value: \$5.00 per prize package.
5. No purchase is required.
6. Failure to fully provide required information will cause an entry to be rejected. Failure to provide accurate information could cause an entrant whose entry is selected as a winner for the promotion to be disqualified. An entrant shall be considered ineligible if the KLC determines that an entrant does not meet all entrant eligibility requirements or provided false information.
7. The KLC assumes no responsibility for incorrect information provided by an entrant.

ELIGIBILITY:

8. An entrant must be at least eighteen (18) years old to participate. No one under 18 years of age and no one otherwise prohibited by KRS Chapter 154A from playing KLC games are eligible to participate in this promotion or win any prize.

SUBMITTING ENTRIES:

9. To enter the promotion, a fan must first go to the KLC Facebook page and comment on the promotion specific post per the instructions listed in the post.
10. By entering this promotion, the entrants agree to these rules and regulations.
11. An entrant is allowed to win only once in this promotion.
12. In the event a player creates multiple social accounts, email addresses or other fraudulent entry mechanisms to enter a KLC promotion more than once, the player is ineligible and will be disqualified from the promotion.

GRAND PRIZE DRAWING:

13. The Digital Marketing Department will establish the list of winners by taking a screenshot of the comments section of the promotion specific post.
14. The social action promotion will be conducted according to the KLC Social Media Promotion Procedures.
15. At the recording of the promotion, five (5) prize winners will be identified. If there is an insufficient number of comments, the KLC may reduce the number of winners to be selected in its sole discretion.

PRIZE FULFILLMENT:

16. A member of the Digital Marketing Department will attempt to contact all winners by replying to the winning comment requesting them to message the KY Lottery Facebook account within 24 hours.
17. If the KLC determines that dialogue with the winner has not been established by Facebook or email, within 24 hours following initial contact by the Digital Marketing Department, the winner will be disqualified.
18. A winner must respond within 24 hours following the date of contact by the Digital Marketing Department. The social account that was selected must be the same account that claims the prize. The winner will be responsible for replying by the initial Facebook message from the Digital Marketing Department or by email or phone. The winner must provide a valid mailing address to claim their prize. If the winner cannot provide a valid mailing address, he or she will be disqualified. The prize will be awarded only after the KLC receives the prize winner's required information. If all required information is not received and contact has not been made within 24 hours, the prize will be forfeited and awarded to the first alternate selected in the selection. This process will continue until a winner has claimed the prize or all alternates have been exhausted, whichever comes first. If all alternates have been exhausted, the prize will not be rewarded and returned to the social media promotion inventory.

NOTE: When sending personally identifiable information, such as a Social Security Number, to the KLC by email, winners should use a secure or encrypted email. Information about how to use a secure or encrypted email may be requested from the Digital Marketing Department.

19. If, prior to the expiration of the 24 hours referenced in the preceding paragraph, the winner declines to accept and claim the prize by notifying the Digital Marketing Department in writing, the prize may be forfeited immediately upon receipt of the written notification.
20. The prize is not transferable or assignable.
21. Fulfillment of the prize will be handled by the KLC.
22. The Kentucky Lottery is not responsible for any lost, stolen, damaged, or misplaced items delivered to the address given upon prize acceptance.

ADDITIONAL CONDITIONS:

23. The KLC is not responsible for the electronic misdelivery, late delivery, or failure to receive entrant information entered electronically, and the risk of loss remains with the entrant regardless of the cause of the transmission failure.

24. All winners are subject to validation by the KLC and may be disqualified if eligibility requirements are not met. Validity of entries, drawings, and the award of prizes are subject to rules and regulations of the KLC and the laws of the Commonwealth of Kentucky.
25. By entering this promotion, the entrant acknowledges and agrees that the KLC may use and release the entrant's name, city/state and likeness (photograph) to the public, without limitation and without compensation.
26. If a player provides his or her email address by entering this promotion, the player may receive promotional email messages from the KLC, including marketing messages regarding KLC products such as KLC games and promotions. The player has the right to ask, in writing, not to receive direct marketing material from the KLC. If the player has a Fun Club account, opting-out of receiving marketing messages will not apply to email messages concerning the players Fun Club Membership or iLottery account (i.e. transactional messages).
27. By entering this promotion, accepting the prize or accepting any other prize, each winner, his or her heirs, legal representatives and assigns, agree to indemnify and hold harmless, defend, release and discharge the KLC, the Commonwealth of Kentucky, Facebook, Twitter, Instagram and their employees, officers and directors from and against any loss, claim, damages, or injury arising out of or relating to the promotion, any action taken pursuant to these rules, or the acceptance of any prize.
28. The KLC is not responsible for any rules, regulations or restrictions imposed by its promotional partners. The KLC is not responsible for and has no obligation regarding the condition, quality, defects or other attributes of the prizes awarded during a promotion and expressly disclaims all warranties, expressed or implied, including, but not limited to, all implied warranties of merchantability and fitness for a particular purpose.
29. The KLC in its discretion reserves the right to change or extend any of the dates set out in these rules. The KLC reserves the right, in its sole discretion, to modify, suspend, postpone or cancel, with or without notice, any portion of this promotion, including the drawing, at any time and for any reason, including the award of any prize, with the approval of the KLC's President and CEO or his designee from the Executive Management group. In the event of any circumstances or interpretation of any matter in these rules, whether contemplated or not contemplated, the decision of the KLC's President & CEO or his designee from the KLC's Executive Management Group, after consultation with the KLC's Internal Audit, Security and Legal Departments (if necessary), will be final.
30. The KLC reserves the right to substitute prizes of equivalent value.
31. The prize may be considered income, and any and all taxes associated with the prize are the responsibility of the winner. Prizes may be subject to set off of certain debts as required by law.
32. In computing any period of time under these rules, the day of the designated act or event is not to be included; the last day of the period so computed is to be included. The term "business day" means a day that the KLC Corporate Office is actually open for business (holidays, weekends and other days the KLC is closed are excluded), and such day is from 12:00AM to 11: 59PM ET.
33. This promotion is void where prohibited by law.

34. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram, or Twitter.