



# BINGO

## Official Contest Rules

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### How to Play

1. Commencing on January 18, 2020, eligible guests at Seafood City Supermarket, 2311 McPhillips Street, Winnipeg, Manitoba, Canada, (the “**Store**”) may participate in promotional games of bingo (the “**Game**”), space permitting. Games are scheduled from Saturdays and Sundays only. Game times run throughout the day from 10:00AM to 9:00PM CT broken down into three segments 10AM-1PM, 2PM-5PM, and 6PM-9PM. This promotion is subject to these terms and conditions and is not available where prohibited by law. This promotion is produced by Fortune Marketplace ULC, carrying on business as Seafood City Supermarket (the “**Game Host**”). The duration of this promotion is in the absolute discretion of the Game Host.
2. The Game rules are as follows: balls are randomly selected from 75 ping pong type balls. Each ball is printed with a letter from the word “BINGO” and a number from 1 to 75, as follows:

<b>B</b>	<b>I</b>	<b>N</b>	<b>G</b>	<b>O</b>
1	16	31	46	61
to	to	to	to	To
15	30	45	60	75

Eligible players (each a “**Participant**”) shall use bingo cards or sheets printed with one (1) or more cards, each having five (5) vertical columns, with five (5) rows in each column. One (1) letter from the word “BINGO” appears over each column (the “**Game Card**”). All squares shall have a number as above, except for the “FREE” center square. A Participant shall mark each square as its letter/number is called. This continues until a Participant manages to fill their card in the pattern that was designated by the Game Host at the beginning of each Game. When this happens, that Participant calls out “Bingo”. At that point, the Participant’s Game Card is verified and if confirmed as a winner by the Game Host (as detailed below). Once a Participant has been declared a winner, that Game comes to an end and no further winners may be declared.

3. The Game Cards shall be provided by the Game Host. Wins will not be accepted or honored if official bingo cards are not used. Participants are not permitted to bring or use their own bingo cards.
4. The bingo balls to be used will be of equal size and weight and will be in good condition. Before the start of each set of Games, the Game Host and will select a Participant to examine the bingo balls and as said Participant to sign a form validating the number and condition of the bingo balls to be used in the Game.

5. The designated Game area is between the dining area of the food court. It may be expanded, as necessary and at the sole discretion of the Game Host, to accommodate additional Participants.
6. Before the start of each set of Games, the Game Host shall check the audio equipment setup in the Game area to make sure that it operates properly.
7. In accordance with these Rules, the Game Host will gather an attendance checklist of all participating players. Game participants shall write their name, phone number, and email address on the attendance checklist.
8. The Game Host shall announce the prize to be won before the start of each Game. Prizes may be changed during the Game at the sole discretion of the Game Host.
9. The Game Host reserves the right to disqualify any Participant(s) who are disruptive or rude to fellow Participants and/or Game staff.
10. The Game Host reserves the right to disqualify Participants who are found to be using tampered or unofficial Game Cards or who are otherwise in violation of these Rules.

## General Rules

11. All Games will be played at the Store.
12. Participants must be at least 18 years of age in order to be eligible to play in the Game.
13. No purchase is necessary in order to participate in the Games. There is no entry fee or cost to participating in the Games.
14. Each Participant shall receive one (1) Game Card. Upon receipt of their Game Cards, Participants will get a hand stamp before they proceed to the Game area. Generally, only a maximum of two hundred (200) Participants will be accepted into the Game area based on available seats. This means there will be a maximum of two hundred (200) Game Cards issued in every set of Games. The number of Game Participants and corresponding Game Cards issued maybe changed at the sole discretion of the Game Host.
15. A Game ends when a Participant declares "Bingo" and such bingo is verified and confirmed as correct by the Game Host. Where two (2) or more Participant declare "Bingo" at the same time, the winners will draw balls and the Participant who picks the ball with the highest number wins that Game.

16. Odds of winning vary depending upon the number of Game Cards issued and the number of Participants in each Game. At least one (1) Game Card will have a chance of winning each Game. The purchase of any goods or services from the Store will not improve the odds of winning.
17. Participants can play and win multiple times in one day. Participants are permitted to swap Game Cards with the Game Host at the end of each Game but are not permitted to swap with other Participants at any time. Participants are not permitted to swap Game Cards during a Game. Participants do not need to stay for the entire duration of the event, however Participants must be present in person to be declared a winner.
18. Minor prizes will be delivered to winners immediately after they have been validated and after each Game. Minor prize winners will also get a Grand Bingo card.
19. Participants who play at least four (4) segments in two weeks shall qualify to receive a maximum of one (1) a "Grand Bingo" Game Card where more valuable prizes are at stake for the winners (the "**Grand Bingo**"). In order to win major prizes, Participants must play in the Grand Bingo. They will have to play the "black out" game, where the first Participant to cover each square on their Game Card will win a major prize. The Grand Bingo Game Card needs to be completely filled in order for a player to win the "black out" Game.
20. Winners of major prizes will be verified by the Game Host and they will be issued with prize vouchers in the Store. The Game Host will receive a copy of the major prize winners' contact information and a copy of their valid photo identification for verification. Major prize winners will then be contacted via phone or email within seven (7) days after the day on which they won their major prize in order to arrange for prize processing.
21. Winners of major prizes shall be responsible for all applicable taxes and other fees associated with the prize.
22. Employees of the Game Host are not permitted to participate in the bingo Games either while on-duty or off-duty; however, their dependents and relatives are welcome to play the Games.
23. The Game Host is not responsible for: (i) Game Cards which are lost, stolen, mutilated, destroyed or not distributed; (ii) errors in Game Card production (including, without limitation, any Game Card overproduction or underproduction); or (iii) errors in Game Card over-issuance (i.e. issuing a Participant more than one Game Card). Liability for defective Game Cards provided by the Game Host is limited to replacement of the Game Card.
24. By participating in the Game, Participants agree to be bound by these Rules and all decisions of the Game Host which shall be considered as final. The Game Host reserves the right to suspend,

cancel, or modify the Game at any time if it determines that for any reason the Game cannot be run as originally planned or for any other occurrence compromising the fairness or integrity of the Game. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Game materials and these Rules, these Rules shall prevail. Manitoba law shall govern this contract/rules.

## When a Bingo is Declared

25. The Game Host shall verify and validate each declared win from Participants. Specifically, the Game Host shall:
- i. Stop the Game by announcing that a bingo has been declared, and no more numbers will be called.
  - ii. Announce that the bingo is being checked.
  - iii. Announce the number of bingos declared at approximate locations in the Game area. Players must raise their hand and call out “Bingo!” to get the attention of the Game Host.
  - iv. Ask if there are any more bingos and pause to determine if there are any other bingos.
  - v. Announce the total number of bingos verified and validated by Game Host.
  - vi. In the event two (2) or more Participants have validated and verified bingos at the same time, each such Participant shall draw a number and whoever draws the highest number wins the prize for that Game.
26. The Game Host will not be responsible for any delayed or expired bingo declarations. It is the sole responsibility of the Participants to alert the Game Host of a potential win by calling out “Bingo!” and drawing the attention of the Game Host.

## Marketing / Outreach

27. Intensive advertising of this promotion shall be done prior to and during the Games both in person and online, commencing on January 14, 2020. These Rules shall be posted in the Store near the Game area and are available online at [www.seafoodcity.com](http://www.seafoodcity.com). All advertising efforts shall comply with Canada’s *Competition Act*, Canada’s anti-spam legislation, Canada’s *Criminal Code* and Canada’s *Personal Information Protection and Electronic Documents Act*.
28. By participating in the Game, each Participant expressly consents to the Game Host and its agents and/or representative, storing, sharing and using their personal information (including, but not limited to, their name, home address, email address, phone number and photograph) only for the purpose of administering the Game and in accordance with the Game Host’s privacy policy. This section does not limit any other consent(s) that a Participant may provide to the Game Host or others in relation to the collection, use and/or disclosure of their personal information.

## Winners

29. All winners must correctly answer a mathematical skill-testing question in order to claim their prize. Without limitation, the Game Host reserves the right to administer an alternate skill-testing question as it deems appropriate to address discrimination or disability issues.
  
30. All winners must sign a release and waiver prior to receiving their prize. The Game Host reserves the right to publicly award prizes at the Store. The Game Host may take photos of and solicit testimonials from prize winners. By claiming a prize, prize winners consent to the use of their name, photograph, and/or place of residence, without further compensation, in any publicity carried out by the Game Host.
  
31. All prize claims must be redeemed in Store upon being declared the winner of a Game and in any event within seven (7) days of the winning Game by 11:59:59PM CT or store closing, whichever is earlier, failing which, any such prize claim is null and void. Unclaimed prizes will not be awarded. The Game Host will not be responsible for any lost, delayed, or expired prize claims.

## Prizes Available

32. There shall be twenty (20) prizes awarded to winners in each segment of Games. The total number of prizes available to be won each segment will decrease throughout the segment as prizes are awarded. The following prizes are available to be won in any one Game:

<b>Grand Bingo Prize</b>	<b>Approximate Retail Value (CAD\$)</b>
Four (4) Grand Prizes of Free Plane Ticket and Hotel Accomodation	\$2,000 (plane ticket and hotel only, excluding applicable taxes and other travel fees)
<b>Minor Prizes</b>	<b>Approximate Retail Value (CAD\$)</b>
One (1) Seafood City Green Hoodie	\$30
One (1) Seafood City TFG Shirt	\$15
One (1) Seafood City Pnoji Shirt	\$10
One (1) Large Cup of Crispy Town Kaboodles	\$13
One (1) Noodle Street Sotanghon Hot Bowl	\$9
One (1) Seafood City Tall Mug	\$8
One (1) Noodle Street Bulalo Hot Bowl	\$16
One (1) Cal Rose Long Life 15lbs	\$17
One (1) Pamana Fish Crackers 155g	\$2
Two (2) Pamana Chicharon 2.25oz	\$2
One (1) Pamana Toyo and Vinegar Bundle	\$3
One (1) Pamana Champorado and Arrozcaldo	\$4
One (1) Pamana Chicken Sotanghon and La Paz Batchoy	\$4



One (1) Pancit Canton 16oz and 2 Pamana Canton mix	\$3
One (1) Seafood City Reusable Bag	\$3
One (1) Buko Pandan Grill City Drink	\$6
One (1) Mango Grill City Drink	\$3

- 33. The determination of which prizes qualify as minor prizes or as major prizes is in the sole discretion of the Game Host.
- 34. The twenty (20) prizes may be awarded from any of the above prizes at the Game Host’s absolute discretion.
- 35. The retail values set out above are based on approximate prize values in Manitoba at the time of printing these Rules and are subject to change depending on market price and the retail price displayed in Store from time to time.
- 36. All estimated retail values do not include applicable goods and services tax, provincial/territorial sales and use taxes. For minor prizes, winners are not required to pay such taxes upon receipt of the applicable prize. All other taxes on prizes other than taxes specifically referred to in these Rules are the sole responsibility of the winners. Any expenses not expressly stated as included in the prize in these rules are the sole responsibility of the winners.
- 37. All prizes will be distributed by the Game Host only.
- 38. All prizes must be accepted as awarded and are not convertible to cash. Prizes may not be exactly as shown in promotional materials. In case of unavailability of any prize, to accommodate for disability, or for any other reason and in the Game Host’s sole discretion, the Game Host reserves the right to substitute a prize for a prize of equal or greater value.

## Release

- 39. The Game Host is not responsible, in whole or in part, for loss, damages, or injury to person(s) or property, however caused, in connection with the prizes received. The Game Host does not make and is not responsible for any warranty, representation, or guarantee, express or implied, in fact or in law, with respect to the above-mentioned prizes, including but not limited to its quality, mechanical condition or fitness for a particular purpose. If any prize is returned as undeliverable, such prize will be forfeited.
- 40. By participating in the Game, the Participant agrees to release and hold harmless the Game Host, its affiliated and related companies, business partners, advertising and promotional agencies, prize suppliers, and the independent contest organization, and each of their respective directors, officers, employees, agents, representatives, successors and assigns and all others associated with the development and execution of the Game, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and



expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract, and fundamental breach and liability for physical injury, death, or property damage which an entrant or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the selected entrant's participation in the Game and/or in connection with the acceptance or use of any prize.

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