



# 2003 ULTIMATE VEHICLE GIVEAWAY

## Contest Rules and Regulations

1. Residents of the Province of Alberta who have reached the age of majority may enter, except employees and immediate family of General Motors of Canada Limited, Alberta Chevrolet/Oldsmobile Dealers, Alberta Pontiac/Buick/GMC Dealers, the Edmonton Motor Dealer Association, the Edmonton Journal, Global Television, West Edmonton Mall Property Inc., West Edmonton Mall Promotions Ltd., Fantasyland Theme Park, Playdium, Corus Entertainment, FasTrack Performance Carts and Autoglas Maintenance Inc., Auto Details and each of their affiliates and their advertising and promotional agencies and persons with whom they are domiciled.
2. No purchase necessary to enter.
3. To enter, complete the entry form appearing in the Edmonton Journal from Tuesday February 4, 2003 through to Friday, February 21, 2003 and deposit the completed entry form in the ballot boxes located at any Edmonton Pontiac/Buick/GMC or Chevrolet/Oldsmobile Dealership, Playdium or the Guest Services booth at the West Edmonton Mall. Alternatively, write on a plain piece of paper your name, full address, daytime and evening phone numbers, age, and the answer to this skill-testing question: (Multiply 10x50; Subtract 100; Divide by 2; Add 20 = ?) and mail it to: "Ultimate Vehicle Giveaway" c/o The Edmonton Journal, P.O. Box 2421, Edmonton, Alberta, T5J 2S6.

Except as provided above, all entries must be on official ballots, no photocopies or mechanical reproductions will be accepted. Only legible and completed ballots with a correctly answered skill-testing question will be accepted. Deadline for ballot drop-off and/or mail-in is 4:00 pm Friday, February 21, 2003.

4. Instant win play cards will be distributed at the Ultimate Vehicle display area at the Edmonton MotorShow between February 27 and 5:00 pm March 1, 2003. For no purchase entry, drop by Playdium in West Edmonton Mall between February 28 and 5:00 pm March 1, 2003 for your chance to swipe an instant win play card.
5. The following prizes are available to be won:
  - (a) one grand prize of the Ultimate Vehicle Package (consisting of a 2003 Envoy SLT (TT15506+1SE+BVE+CF5), 2003 Corvette (1YY07+1SB+B84+MN6+QF5) and a 2003 Avalanche (CK15936+1SD+AN3+BVE+CF5+QJM+V54) (total MSRP \$166,920);
  - (b) winner's selection of one of Cavalier VLX Sedan (1JC69+1SB+C60+MX0), Alero GX Coupe (R7A), Impala Sedan (R7A), Tracker (R7G), Blazer 2-Door (R7A), Venture Value Van (R7A), S-10 Extended LS 2WD (R7D), S-10 LS Extended 4X4 (R7D). (MSRP from \$20,725 to \$31,350, depending on which vehicle the winner selects);
  - (c) winner's selection of one of: Sunfire SLX Sedan (R7C), Grand Am SE Coupe (R7A), Century Custom (R7A), Montana RWB (R7B), Rendezvous (R7A), Jimmy 4-Door (R7A), Sierra SL long box 2WD (TC15903+1SB+G80+K34+LR4+M30+UN0+9X5), Sonoma SLS 4X4 (R7D). (MSRP from \$21,915 to \$31,945, depending on which vehicle the winner selects); and
  - (d) One hundred general admission tickets to the 2003 Edmonton MotorShow (valid only on March 2, 2003) (approximate retail value \$10.00 each);

Chances of winning any of the above prize will depend upon the number of entries received.

In addition, the following instant win prizes are available to be won:

- (e) 1 - Playdium Party for 10 people valued at \$250.00 max \$250.00
- (f) 10 - 2 Hr playcards valued at \$15 per card \$150.00
- (g) 25 - 1 Hr playcards valued at \$13 per card \$325.00 (chances of winning are 1 in 1,750)
- (h) 100 - 15 minute playcards valued at \$5 per card \$500.00 (chances of winning are 1 in 100)
- (i) 500 - Corporate VIP Cards (savings value is can only be measured based on use) \$3,650.00
- (j) 1 - Play Day for 2 (Two) valued at \$75.00 including meals and non alcoholic bev \$75.00 (chances of winning are 1 in 25000)
- (k) 35 race certificates from FasTrack (approximate retail value \$45.00 each) (chances of winning are 1 in 1,500);
- (l) 100 packages consisting of Fantasyland Theme Park entry vouchers and ride vouchers (approximate retail value \$30.00 each) (chances of winning are 1 in 1,00);
- (m) 50 passes to the Budweiser Race Track (approximate retail value \$15.00 each) (chances of winning are 1 in 2,000).

Chances of winning any of the above prize will depend upon the number of participants who present themselves to the booth.

6. Thirty qualifiers will be selected on Monday, February 24, 2003 20 by the Edmonton Journal and 10 by Global from all valid ballot entries received. Each of the 20 Journal qualifiers will be notified by telephone. If a selected qualifier cannot be reached prior to **Wednesday, February 26, 2003**, they will forfeit their prize and another name will be drawn from eligible entries. The public will be asked to [watch Global News Morning Edition on February 26, 27, and 28 to see if you are one of their 10 qualifiers.](#)

Two qualifiers will be selected by 880 COOL radio between **February 17 and February 21, 2003**. Listeners will be encouraged to tune into 880 COOL to hear the cue to call between the hours of 6:00 am and 6:00 pm each day. The 8<sup>th</sup> caller in after the cue is played will be one of the two qualifiers.

Two qualifiers will be selected by 630 CHED radio between **February 17 and February 21, 2003**. Listeners will be encouraged to tune into 630 CHED to hear the cue to call between the hours of 6:00 am and 6:00 pm each day. The 6<sup>th</sup> caller in after the cue is played will be one of the two qualifiers.

Three qualifiers will be selected by POWER 92 radio between **February 17 and February 21, 2003**. Listeners will be encouraged to tune into POWER 92 to hear the cue to call between the hours of 6:00 am and 6:00 pm each day. The 9<sup>th</sup> caller in after the cue is played will be one of the three qualifiers.

Three qualifiers will be selected by CISN FM radio between **February 17 and February 21, 2003**. Listeners will be encouraged to tune into CISN FM to hear the cue to call between the hours of 6:00 am and 6:00 pm each day. The 10<sup>th</sup> caller in after the cue is played will be one of the three qualifiers.

In addition, ten qualifiers will be randomly determined by the instant win play cards.

All qualifiers will receive a general admission ticket to the Edmonton MotorShow and must be available to attend at the Edmonton MotorShow at 12:00 noon on **Sunday, March 2, 2003**. Qualifiers may not transfer their tickets or right to participate in the Ultimate Vehicle Giveaway.

7. At approximately 12:00 noon on **March 2, 2003**, each qualifier will participate in a Playdium video game at the Edmonton MotorShow. Each qualifier's score at the end of the allotted time period will become his/her "lottery number". A six digit number will be randomly drawn and if the six digits of a qualifier's lottery number matches such randomly generated number, that qualifier will win the Ultimate Vehicle Package. All qualifiers whose lottery number matches the randomly generated number will win the Ultimate Vehicle Package. If no qualifier's lottery number matches the randomly drawn

number, the Ultimate Vehicle Package will not be awarded. Odds of winning the Ultimate Vehicle Package are one in one million.

8. Subsequent to the Ultimate Vehicle Package Giveaway described above, each qualifier will be randomly assigned one of fifty keys, only one of which will start the Chevrolet/Oldsmobile prize and only one of which will start the Pontiac/Buick/GMC prize. The qualifier with the winning Chevrolet/Oldsmobile key will win his/her choice of the Chevrolet/Oldsmobile vehicles listed above. The qualifier with the winning Pontiac/Buick/GMC key will win his/her choice of the Pontiac/Buick/GMC vehicles listed above. Odds of winning either a Chevrolet/Oldsmobile or a Pontiac/Buick/GMC vehicle is one in twenty-five.
9. Vehicle prize winners must have a valid drivers license for operation of an automobile, proof of insurance and license plates prior to release of the vehicle prize.
10. Any costs or expenses incurred by the winners in claiming or using their prizes (including without limitation license, insurance, dealer administration fees and registration) will be the responsibility of the winners. Prizes must be accepted as awarded; no cash substitutes.
11. Winners will be required to sign a release form confirming acceptance of the prize as awarded and releasing General Motors of Canada Limited, Alberta Chevrolet/Oldsmobile Dealers, Alberta Pontiac/Buick/GMC Dealers, the Edmonton Motor Dealer Association, the Edmonton Journal, Global Television, West Edmonton Mall Property Inc., West Edmonton Mall Promotions Ltd., Fantasyland Theme Park, Playdium, Corus Entertainment, FasTrack Performance Carts and Autoglas Maintenance Inc and their affiliates from any liability relating to the winner's prize. By entering this contest, entrants consent to the use of their names and/or photographs for publicity purposes without compensation.
12. All entries become the property of the Edmonton Journal. All decisions of the contest judges will be final.