

September 2022 Mr. First Tuesday Emoji Photo Promotion

OFFICIAL RULES:

1. **ENTRY PERIOD:** The North Carolina Education Lottery (“Sponsor”) September 2022 ISO Mr. First Tuesday Emoji Photo Promotion (“Promotion”) begins on Tuesday, September 27, 2022 at 12:00 a.m. Eastern Time (“ET”) and will end on Sunday, October 2, 2022 at 11:59 p.m. ET. During the Promotion Period, the Sponsor will publish two (2) “Promotion Posts” – one to its official Facebook page (<https://facebook.com/nclottery>) and one to its official Instagram page (<https://instagram.com/nclottery>). The Promotion will include two (2) drawings at the conclusion of the entry period for a total of two (2) winners who will each receive a NC Lottery Swag Pack, which will include NCEL branded merchandise in the approximate value of \$20. (“Prize”).

Facebook Drawing #	Winners	Platforms	Entry Begins	Entry Deadline	Draw Date	Prize
1	1	Facebook	9/26/22 12:00 AM	10/2/22 11:59 PM	On or around 10/3/22	One (1) NCEL Swag Pack consisting of assorted items including a tote bag, T-shirt, lunch cooler, and water bottle or mug. (ERV = \$20)
1	1	Instagram	9/26/22 12:00 AM	10/2/22 11:59 PM	On or around 10/3/22	One (1) NCEL Swag Pack consisting of assorted items including a tote bag, T-shirt, lunch cooler, and water bottle or mug. (ERV = \$20)

The comments on the promotional posts will be exported at the end of the entry period. Promotion details including actual drawing date are subject to change at the sole discretion of the Sponsor.

2. **ELIGIBILITY:** Promotions are open to all North Carolina residents who are at least eighteen (18) years old or older. No person shall attempt to obtain multiple entries or be eligible to win more than one prize. Selected entrants for prizes must provide their full name, North Carolina mailing address, birthdate, phone number and email address. By submitting an entry, Entrant agrees to comply with the NCEL social media policy. Entrants DO NOT have to be a Lucke-Rewards member to win. No purchase is necessary to enter or win. Entrants are subject to all Sponsor Rules and Regulations, the North Carolina State Lottery Act, the drawing procedures and Facebook rules and regulations. This Promotion and/or any parts thereof, including the award of any prizes, is void where prohibited by law. Employees, directors, officers, commissioners, and agents of Sponsor, Scientific Games Corporation, Pollard Banknote Limited/NeoPollard, GTECH Corporation and/or IGT, Cactus Communications Inc., Spurrier Group and MDI Entertainment, LLC, BrkThru Digital, and members of their respective households, are prohibited from participating in this Promotion.

3. HOW TO ENTER: There is a limit of one eligible comment entry per social persona for the Promotion Period during the Promotion. All entries must be submitted within the Drawing Entry Period for the drawing.

For the purposes of these Rules, a 'social persona' is one or more social media accounts across one or more social media platforms that belong to a single person.

Winners will be randomly selected from the following method of entry:

FACEBOOK: Users enter with a comment guessing how many of a specific emoji are hidden within a photo of Mr. First Tuesday in the official Facebook promotion entry post (the "Promotion Post"). Reply posts regarding the number of emojis do not need to be accurate to be entered into this promotional drawing. A valid entry shall be defined as the first comment meeting the eligibility requirement made by a user during the specified time period on the official Facebook Promotion Post. Responses made on other Facebook posts will not be eligible.

An eligible winning entry must be deemed responsive to the instructions as posted by the Sponsor via Facebook as determined by the Sponsor and adhering to the NCEL social media policy.

Entries sent via any other method, including through any other website submission, social media, U.S. mail/courier, drop-off, etc. will be disqualified.

INSTAGRAM: Users enter with a comment guessing how many of a specific emoji are hidden within a photo of Mr. First Tuesday in the official Instagram promotion entry post (the "Promotion Post"). Reply posts regarding the number of emojis do not need to be accurate to be entered into this promotional drawing. A valid entry shall be defined as the first comment meeting the eligibility requirement made by a user during the specified time period on the official Facebook Promotion Post. Responses made on other Facebook posts will not be eligible.

An eligible winning entry must be deemed responsive to the instructions as posted by the Sponsor via Facebook as determined by the Sponsor and adhering to the NCEL social media policy.

Entries sent via any other method, including through any other website submission, social media, U.S. mail/courier, drop-off, etc. will be disqualified.

WINNERS & PRIZE: Odds of winning in this drawing depend on the number of entries received for that drawing. Entries will be collected via qualified comments on the Promotion's Facebook and Instagram posts at the end of each Entry Deadline period for the drawing. one (1) winner will be randomly selected from

each post, for a total two (2) entrants randomly selected to win a Prize. Total Estimated Retail Value ("ERV") of each Prize is \$20. Total ERV of all prizes in this Promotion is \$40. Prizes are not transferable, assignable or redeemable for cash unless otherwise specified or required by law. Sponsor may, in its sole discretion, substitute a prize of equal or greater value. After a drawing is conducted and verified, eligible winners will be announced on the Promotion Posts on Facebook and Instagram and will be notified via direct message on the corresponding social platform. If selected entrants do not respond to the notification directing them to contact the Sponsor within forty-eight (48) hours of notification, they will forfeit the prize and the prize will be awarded to an alternate. All drawing entries are subject to verification by the Sponsor or its designee and may be disqualified if eligibility requirements are not met. If an entrant responded to the Sponsor's notification within the specified deadline but fails to provide their full name, North Carolina mailing address, birthdate, phone number and email address to the Sponsor's notification via Facebook or Instagram, they may be disqualified and the prize will be awarded to an alternate.

Prizes will be mailed to the mailing address provided by the winner within six (6) weeks of the end of the Promotion.

4. **LIMITATIONS OF LIABILITY:** The Sponsor is not responsible for vendor error, interruption, deletion, or delay in operations, technical interruptions, including network, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry. All entries received will become property of the Sponsor and may be maintained as part of the Sponsor's Promotion records. The Sponsor reserves the right to cancel or modify the Promotion if it becomes technically or otherwise corrupted. The Sponsor reserves the right to disqualify any individual found to be tampering or attempting to tamper with the operation of the Promotion; to be acting in violation of these Official Rules; to be acting with the intent to disrupt the normal operation of this Promotion; or to be otherwise acting in an unsportsmanlike manner. The Promotion is not sponsored, endorsed, administered by, or associated with Facebook. Entrants agree that the Sponsor (A) shall not be responsible or liable for, and is hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Promotion and/or any Promotion-related activity, or from entrants' acceptance, receipt, possession, claiming and/or use or misuse of any prize, and (B) has not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose.
5. **RELEASE:** By submitting an entry, Entrant agrees that the Sponsor reserves the right to use entrant's name, picture, voice, likeness and any other publicly

accessible personal or biographical information collected from entrant for publicity purposes without further consent from or compensation to such entrant.

6. SPONSOR: North Carolina Education Lottery, 2728 Capital Boulevard, Suite 144, Raleigh, N.C. 27604.
7. WINNER LIST: For the names of the Prize Winners, send a self-addressed, stamped envelope to: 2022 Mr. First Tuesday Emoji Photo Promotion Winners List, North Carolina Education Lottery, 2728 Capital Boulevard, Suite 144, Raleigh, N.C. 27604.
8. NO PURCHASE NECESSARY TO ENTER. VOID WHERE RESTRICTED OR PROHIBITED BY LAW.