

## **May 2025 Mr. First Tuesday Social Media Promotion Rules**

### **OFFICIAL RULES:**

1. **ENTRY PERIOD:** The North Carolina Education Lottery (“Sponsor”) May 2025 Mr. First Tuesday Social Media Promotion (“Promotion”) begins on Wednesday, April 30<sup>th</sup>, 2025 at 12:00 a.m. Eastern Time (“ET”) and will end on Sunday, May 4<sup>th</sup>, 2025 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 Periods for a total of two (2) winners, who will each receive an assortment of sixty (60) scratch-off tickets, twenty (20) of each of Games #990-992 (“Prize”). Estimated Retail Value (“ERV”) of each Prize is \$540. ERV of all Prizes in this Promotion is \$1,080.

Drawing #	Winners	Platforms	Entry Begins	Entry Deadline	Draw Date	Prize
1	1	Facebook	4/30/2025 12:00 AM	5/4/2025 11:59 PM	On or around 5/6/2025	Sixty (60) scratch-off tickets, including: - (20) Lady Luck tickets (Game #990) - (20) Spicy Hot Riches tickets (Game #991) - (20) \$2 Million Vault tickets (Game #992)  ERV = \$540
2	1	Instagram	4/30/2025 12:00 AM	5/4/2025 11:59 PM	On or around 5/6/2025	Sixty (60) scratch-off tickets, including: - (20) Lady Luck tickets (Game #990) - (20) Spicy Hot Riches tickets (Game #991) - (20) \$2 Million Vault tickets (Game #992)  ERV = \$540

All comments on each of the Promotion Posts will be saved at the end of the Promotion Period and will become the exclusive property of the Sponsor. The results will be compiled and winners determined and notified within one (1) week of the Draw Date.

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 Meta 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, MDI Entertainment, LLC, BrkThru Digital, Preston CPA, and members of their respective households, are prohibited from participating in this Promotion.

3. HOW TO ENTER: There is a limit of one (1) eligible comment entry per social persona for each specified Promotion Entry Period during the Promotion. Any social persona may enter a comment in each Promotion Entry Period but may only win one prize. All entries must be submitted within the Promotion Entry Period for the applicable 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 will enter with a comment on the official Facebook promotion entry post (the "Promotion Post"). A valid entry shall be defined as the first comment meeting the eligibility requirement made by a user during the Entry Period on the official Facebook Promotion Post. Responses made on other Facebook posts will not be eligible.

Any comment containing spam links, offensive language, personal attacks or incessant similar posting will be disqualified from this Promotion.

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 will enter with a comment on the official Instagram promotion entry post (the "Promotion Post"). A valid entry shall be defined as the first comment meeting the eligibility requirement made by a user during the Entry Period on the official Instagram Promotion Post. Responses made on other Instagram posts will not be eligible.

Any comment containing spam links, offensive language, personal attacks or incessant similar posting will be disqualified from this Promotion.

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

4. WINNERS & PRIZE: Odds of winning in each drawing depend on the number of entries received for the 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 each drawing. One (1) winner will be randomly selected from each post to receive a Prize, for a total two (2) winners in the Promotion. Total ERV of each Prize is \$540. Total ERV of all prizes in this Promotion is \$1,080.

Winners are subject to minimum Federal and State taxes and other State withholdings, as required by law. The NCEL will issue a W-2G form to Prize winners for total Prize wins above \$599.

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 Facebook and Instagram and will be notified via comment response and a 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 responds 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. Alternate winners must meet all eligibility and prize claiming requirements.

The Prize must be claimed at one of the Sponsor's regional offices. Regional office locations are:

Office Name:	Address:
Asheville Regional Office & Claim Center	16-G Regent Park Blvd Asheville, NC 28806
Charlotte Regional Office & Claim Center	5029-A West W. T. Harris Blvd Charlotte, NC 28269
Greensboro Regional Office & Claim Center	20A Oak Branch Dr Greensboro, NC 27407
Greenville Regional Office & Claim Center	2790 Dickinson Ave, Suite A Greenville, NC 27834
Raleigh Regional Office & Claim Center	2728 Capital Blvd, Suite 144 Raleigh, NC 27604
Wilmington Regional Office & Claim Center	123 North Cardinal Extension Dr, Suite 140 Wilmington, NC 28405

Selected entrants must present a valid, government-issued photo ID matching the name of the winner to claim the Prize at a Regional Office.

If an entrant responded to the Sponsor's notification within the specified deadline but fails to claim the Prize at one of the Sponsor's regional offices within 30 days, the prize will be forfeited. Prizes consisting of tickets CANNOT be mailed.

5. **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 or Instagram. 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.
6. **RELEASE:** By submitting an entry, Entrant agrees that the Sponsor reserves the right to use entrant's name, picture, voice, likeness, biographical information, statements, and city and state of residence for advertising and/or publicity purposes in all forms of media, now known or hereafter developed, worldwide, in perpetuity, without further compensation, notification, or approval.
7. **SPONSOR:** North Carolina Education Lottery, 2728 Capital Boulevard, Suite 144, Raleigh, N.C. 27604.
8. **WINNER LIST:** For the names of the Prize Winners, send a self-addressed, stamped envelope to: May 2025 Mr. First Tuesday Social Media Promotion Winners List, North Carolina Education Lottery, 2728 Capital Boulevard, Suite 144, Raleigh, N.C. 27604.
9. **GOVERNING LAW:** This Promotion shall be governed by the laws of the State of North Carolina without regard to conflict of law provisions. Any legal proceedings regarding this Promotion shall be conducted solely in a state or federal court located in Wake County, North Carolina.

10. NO PURCHASE NECESSARY TO ENTER. VOID WHERE RESTRICTED OR PROHIBITED BY LAW.  
These Rules and all terms and conditions of this Promotion are subject to change, at any time, in the Sponsor's sole discretion.