

“What is Your 7 Story?” Giveaway Promotion

OFFICIAL RULES:

1. **PROMOTION PERIOD:** The North Carolina Education Lottery (“Sponsor”) What is Your 7 Story? Giveaway Promotion (“Promotion”) begins on Friday, May 7, 2021 at 7:00 a.m. Eastern Time (“ET”) and will end on Wednesday, May 12, 2021 at 11:59 p.m. ET (“Promotion Period”). The Promotion will include one (1) Promotion Entry Period which will include two (2) drawings. During the Promotion Period, Sponsor will publish one (1) post to its official Facebook page (<https://facebook.com/nclottery>), and one (1) post to its official Instagram page (<https://instagram.com/nclottery>) (individually a “Promotion Post”, collectively, “Promotion Posts”), which will announce the start of the Promotion Period. At the conclusion of the Promotion Period, the Sponsor will conduct two (2) drawings, one (1) drawing for each Promotion Post, with seven (7) winners each for a total of fourteen (14) winners to win the prizes as set forth below. (“Prize”).

Drawing #	Winners	Platforms	Promotion Period Begins	Promotion Period Ends	Draw Date	Prize
1	7	Facebook	5/7/21 7:00 AM	5/12/21 11:59 PM	On or around 5/13/21	Winners receive sixty (60) tickets to the “NC 7s” instant scratch-off game (Game #782) (ERV = \$300)
1	7	Instagram	5/7/21 7:00 AM	5/12/21 11:59 PM	On or around 5/13/21	Winners receive sixty (60) tickets to the “NC 7s” instant scratch-off game (Game #782) (ERV = \$300)

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 end of the Promotion Period.

2. **ELIGIBILITY:** Promotions are open to all North Carolina residents who are at least eighteen (18) years old or older. 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 and Instagram 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, Wunderman Thompson, Spurrier Group and MDI Entertainment, LLC, 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 Post during the Promotion. Any social persona may enter a comment on each Promotion Post, however, a person may only win one (1) prize in the Promotion. All entries must be submitted within the Promotion Entry Period for the drawing. Winners will be randomly selected from the following methods of entry:

FACEBOOK: Users enter with a comment answering the question “What is your 7 story?”. A valid entry shall be defined as the first comment meeting the eligibility requirements made by a user on the official Facebook Promotion Post during the Promotion Period. 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 answering the question “What’s your 7 story?”. A valid entry shall be defined as the first comment meeting the eligibility requirements made by a user on the official Instagram Promotion Post during the Promotion Period. Responses made on other Instagram posts will not be eligible.

An eligible winning entry must be deemed responsive to the instructions as posted by the Sponsor via Instagram 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 a drawing depend on the number of valid entries received for this Promotion. Valid entries will be collected via qualified comments on the Promotion’s Facebook and Instagram posts at the conclusion of the Promotion Period. Seven (7) entrants will be randomly selected in each drawing to win a Prize. Total Estimated Retail Value (“ERV”) of each Prize is \$300. Total ERV of all Prizes awarded is \$4,200. 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 in a Facebook or Instagram post and notified by direct message via Facebook or Instagram. 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.

The Prize must be claimed, in person, at one of the Sponsor’s regional offices. Regional offices locations are:

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

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 thirty (30) calendar days, the prize will be forfeited and not awarded.

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 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.

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: What is Your 7 Story Promotion Winner 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.**