

Maritime Home Brew Challenge presented by Gahan Houe

("The Contest") OFFICIAL CONTEST RULES

1. **TO ENTER:** The Contest is open to residents of Prince Edward Island, New Brunswick, Nova Scotia, aged 19 or older only. Multiple entries per person are permitted. Contest entries can be submitted anytime from 9:00 AM Atlantic Time, September 5th, 2018 to 9:59 PM, Atlantic Time on October 27th, 2018. Contest closes at 9:59 midnight, Atlantic Time on October 27th, 2018. No purchase necessary.
2. **PRIZES:** There are multiple levels of prizes and a grand prize to be won. Each Prize is offered by the Sponsors (Maritime Home Brew Challenge c/o PEI Brewing Company and the Murphy Hospitality Group) and consist of the following:
 1. Winner deemed the "Grand Champion" will receive \$1,000 cash within two weeks of winning, a trophy valued at \$50 and their beer recipe to be used in collaboration with The Gahan House or PEI Brewing Company brewery for a limited edition can run. The cans may only be for sale in Prince Edward Island or in Gahan Houses around the Maritimes. For sale location is subject to change. The beer brewing will take place after the winner is announced during a mutually beneficial time for both the winner and Gahan/ PEIBC brewery.
 2. Prize is valid to noted festival and location only and cannot be exchanged for alternate events. Any portions of unused prize will be forfeited.
 3. The Sponsors, at their sole discretion, can cancel the prize without notice.
 4. Prizes other than cash are non-transferable and have no cash value.
 6. Any costs or expenses associated with the submission or the Prizes not outlined as included above, including but not limited to brewing equipment, brewing supplies, transportation between winner's residence and the transfer points, taxes, travel and/or medical insurance, airport improvement fees, drinks, meals, and gratuities, are the responsibility of the winner.
 7. Once the Prize has been finalized between the Winner(s) and Sponsor, no changes can be made unless approved by Sponsor.
 8. Approximate value of each Prize ranges from \$50 in Murphy Hospitality Group gift cards to \$1,000 in cash/ cheque.
 9. Winner(s) must be 19 years of age or older to participate in this prize. It is the responsibility of the winners to ensure all necessary documents (two pieces of Photo ID and any necessary documents) are included and presented when entering the festival.
 10. The winner does not need to be in Prince Edward Island during the awards ceremony to claim the top beer.
3. **ELIGIBILITY:** To be eligible, you must be nineteen (19) years of age or older and a resident of Prince Edward Island, New Brunswick, Nova Scotia aged 19 or older You are not eligible if you are:
 1. An employee of The PEI Brewing Company or Murphy Hospitality Group (together, the "Sponsors"), their respective affiliates, advertising or promotional agencies, contest judging organization, any participating stores or the prize suppliers; or
 2. A member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons. Winner and the Winner's Guest will not be eligible to win another prize from the Sponsors for a period of ninety (90) days.
 3. An employee of the PEI Liquor Control Commission, their respective affiliates, advertising or promotional agencies, or a member of the immediate family (defined as parents, siblings, children

and spouse, regardless of where they live) or household (whether related or not) of any of the above persons.

4. RELEASES: Before being officially declared “The Winner”, the successful drawn qualifier and their guest will be required to sign a Declaration of Compliance with the Contest Rules and a Release of Liability.

5. PERSONAL INFORMATION: By entering this Contest, The Winner and the Winner’s Guest consent to the collection, use and disclosure of their personal information for the purposes of administering and promoting The Contest. By accepting the Prize, The Winner and the Winner’s Guest consent to the collection, use, and disclosure to the public of their names, addresses (city and Province only), voices, statements and photographs or other likenesses for publicity purposes in connection with The Contest and other marketing campaigns in any media or formats, including but not limited to the Internet, and social media channels, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent of the Winner and the Winner’s Guest.

6. MISCELLANEOUS:

1. Entrants who have not complied with these Official Rules are subject to disqualification from this contest and any future contest or other promotion conducted by Sponsors.
2. Prizes are not transferable and must be accepted as awarded, with no substitutions in cash or otherwise, except at Sponsors’ sole discretion.
3. Sponsors reserve the right to substitute a prize of equivalent or less monetary value if a prize, or any part of a prize cannot be awarded as described for any reason.
4. Sponsors will not be responsible, however, if weather conditions, event cancellations, or other factors beyond Sponsors’ reasonable control prevent prizes from being fulfilled. In any such event, the winner will not be provided with a substitute prize or cash equivalent. Prizes will only be released to the verified winners.
5. Winner(s) are only eligible to receive one (1) prize for the duration of the contest.
6. All decisions of Sponsors or any contest judging organization designated by them are final and binding in all manners relating to this Contest.
7. The Contest and its promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.

7. RIGHT TO TERMINATE OR AMEND: Sponsors reserve the right to terminate or amend this Contest at any time and without prior notice if any factor interferes with its proper conduct as contemplated by these Official Rules. Contest is subject to all applicable federal, provincial and municipal laws.