

## **2025 Summer ETS Social Media Draw - KDays / Taste of Edmonton**

This contest runs from July 9, 2025, at 12:01 a.m. to July 13, 2025, at 11:59 p.m.

### **CONTEST RULES**

1. There is no charge or purchase required to enter the contest. The chances of winning are dependent on the number of eligible entries received.
2. Winners will be randomly drawn from eligible entries.
3. The contest is open to residents of the Edmonton metropolitan area who are 18 years of age or older.
4. Only one entry is allowed per person per platform. Any subsequent postings will not be entered into the contest.
5. Any entrant found to be using multiple accounts to enter the contest will be ineligible for the draw.
6. The contest is not open to current Edmonton Transit Service or City of Edmonton employees involved with the administration of the contest.
7. This contest is in no way sponsored, endorsed or administered by, or associated with, X (formerly Twitter), Facebook or Instagram, and by entering this contest you agree to fully release the City of Edmonton, Facebook, Instagram and/or X from any responsibility or liability arising from this contest.
8. The City of Edmonton is not responsible for any technical problem that may result in incorrect or missing or lost entries to the contest.
9. Winners will be drawn on Monday, July 14, 2025 at 12 p.m. MDT. Winners will be promptly notified by private message on social media (where possible). When private messages are not possible, ETS will reply to winners on the social media platform where they entered and it will be the responsibility of the winner to contact ETS via private message.
10. Each contest winner may only receive one prize.
11. In order to receive the prize, the contest winner must correctly answer a mathematical skill-testing question, and sign a contest consent and release form confirming compliance with the contest rules and consent for The City of Edmonton to disclose and use the winner's name and likeness online and in print in any other media in connection with the contest, and releasing the City of Edmonton, its parents, subsidiaries, affiliates, directors, officers, employees, insurers, and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this contest or prize won, including but not limited to any travel related thereto.
12. Return of any prize notification as undeliverable or failure of the prize winner to respond to the prize notification and successfully answer the skill-testing question within five (5) business days of notification of selection may result in disqualification and selection of an alternate winner.
13. Contest winners must retrieve prizes during regular weekday business hours (Edmonton Tower; 10111-104 Avenue; 8:30 a.m.-4 p.m.).

14. Non-compliance within this time period may result in disqualification and selection of an alternate winner. Contest winners must make arrangements to pick up their prizes in advance of their attendance at Edmonton Tower.
15. The City of Edmonton reserves the right to refuse, withdraw, or disqualify any entry at any time at its sole discretion.
16. Entrants agree to abide by the terms of these official rules and by the decisions of the contest judge, which are final and binding on all matters pertaining to this contest. By entering, participants release and hold harmless The City of Edmonton, its parents, subsidiaries, affiliates, directors, officers, employees, insurers, and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this giveaway or prize won, including but not limited to any travel related thereto.
17. **Protection of Privacy:** Personal information is being collected under the authority of section 4(c) of the Protection of Privacy Act, S.A. 2024, c. P-28.5 (PPA) and will be used by ETS Customer Engagement and Retention for the purpose of administering the Rediscover ETS social media contest. It is protected in accordance with the privacy provisions of PPA. If you have any questions about the collection, you may contact ETS Rider Engagement at ETSriderengagement@edmonton.ca.

## **HOW TO ENTER**

- Entries will be accepted from July 9, 2025, at 12:01 a.m. to July 13, 2025, at 11:59 p.m.
- Entries will be accepted on X (formerly known as Twitter), Instagram and Facebook.
- To enter, post a comment or reply to the contest posts on ETS' Facebook page (facebook.com/TakeETS), Instagram (instagram.com/EdmontonTransit) or X (X.com/TakeETSAAlert) and use the hashtag #YegTransit and #ETSsummerFun.
- Entrants must follow ETS on the social media platform where they enter the contest.

## **PRIZE INFORMATION**

- The prize draw will occur on July 14, 2025 at 12 p.m.
- Four (4) winners will be randomly selected and will be eligible to receive:
  - One (1) sheet of 40 tickets for use at Taste of Edmonton July 17-27, 2025
    - Value: \$59.50 per sheet
  - Two (2) All-Day (24 Hr) Arc Tickets
    - Value: \$10.50 per ticket
- One (1) winner will be randomly selected and will be eligible to receive a VIP ETS experience package consisting of:
  - Two (2) sheets of 40 tickets for use at Taste of Edmonton July 17-27, 2025
    - Value: \$59.50 per sheet
  - Four (4) All-Day (24 Hr) Arc Tickets
    - Value: \$ 10.50 per ticket
  - Meet and greet with headliner *Trooper* for 4 people at 8:00pm on Saturday, July 26, 2025
  - A reserved table at THE PATIO following the meet & greet

- Ten (10) winners will be randomly selected and will be eligible to receive:
  - Five (5) adult general admission tickets for use at K-Days July 18-27, 2025
    - Value: \$15 per ticket
  - Five (5) All-Day (24 Hr) Arc Tickets
    - Value: \$ 10.50 per ticket
- Three (3) winners will be randomly selected and will be eligible to receive:
  - Two (2) Ride All Day passes for use at K-Days July 18-27, 2025
    - Value: \$48.99 per pass
  - Two (2) All-Day (24 Hr) Arc Tickets
    - Value: \$ 10.50 per ticket