

## **Official Rules for Holiday Instagram Giveaway**

This contest requires participants to visit New England Dairy Promotion Board Instagram page in order to be eligible for the prize. This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram. This contest will start on December 10<sup>th</sup> and runs until December 17<sup>th</sup>, 2018 at 12:00 PM Eastern Standard Time (EST).

### **1. Eligibility:**

This contest is open to residents of CT, MA, NH, RI, or VT that are 18 years of age or older at the time of the contest.

### **2. Entry Period**

The contest begins December 10<sup>th</sup> and ends on December 17<sup>th</sup>, 2018 at 12:00PM EST.

### **3. Entry:**

To enter the contest, entrants must visit the @NewEnglandDairy Instagram page. Entrants are required to:

1. Follow @newenglanddairy Instagram account
2. Like the contest post
3. Tag 1 friend on the contest post

### **4. Winner**

ONE winner will be randomly determined and contact on or around December 18, 2018; selected winner must respond within 48 hours of being contacted. Receiving the prize is contingent upon compliance with these Official Rules. In the event that the potential winner does not respond or is disqualified for any reason, the prize will be awarded to an alternate winner by random selection.