

**PRIZE AND CONTEST RULES**  
**« Lobster in My Luggage »**  
**From April 12 to July 4, 2010**

**1. HOW TO ENTER**

To enter the “**Lobster in My Luggage**” contest, register on our website at:

[www.tourismeilesdelamadeleine.com/concours](http://www.tourismeilesdelamadeleine.com/concours)

On the electronic entry form, fill in your name, your age, your address and your telephone number **and the contest question**, and also check the box that gives Tourisme Îles de la Madeleine permission to publish a photo of the winners.

Only one entry will be accepted per person and family residing at the same e-mail address.

Tourisme Îles de la Madeleine offers five (5) more chances to the people who are fans of Tourisme Îles de la Madeleine on Facebook. In case the winner would come from an additional chance given by the inscription on Facebook, Tourisme Îles de la Madeleine will ensure that it is indeed a fan of Tourisme Îles de la Madeleine on Facebook.

All Internet entries must be received no later than **11:59 pm** (Atlantic Daylight Time) on **July 4, 2010**.

No purchase required.

**2. ELIGIBILITY REQUIREMENTS**

Participants must be Canadian residents who have reached the age of majority in their home province as of **July 4, 2010**. Employees of Tourisme Îles de la Madeleine and the partners associated with this contest, members of their immediate families and any persons living in their home are not eligible to compete in this contest.

**3. DRAW**

The draw will take place on **Monday, July 5, 2010 at 10 am** (Atlantic Daylight Time), on the [www.tourismeilesdelamadeleine.com](http://www.tourismeilesdelamadeleine.com) Intranet.

The first person whose name is drawn and who also correctly answers the contest question will be declared winner of the “**Lobster in My Luggage**” contest, as long as that person has fulfilled all the requirements listed in this list of contest rules.

The winner will be contacted by telephone on the day of the draw and his/her win will be confirmed by mail within fifteen (15) days following the draw.

**4. PRIZE**

*A trip for two (2) people and a standard vehicle (20 feet or 6.09 metres or less in length and 8 feet or 2.44 metres or less in height) to the Islands on board the C.T.M.A.'s “N.M. Madeleine”, six nights at the Auberge La Salicorne including breakfasts and suppers at the Auberge, activities on the program during the stay, a visit to the Musée de la Mer, one hundred dollars (\$100) of gasoline and the equivalent of one hundred pound of seafood products.*

**Ferry Portion of the Package :**

- *Return transportation for two people and one car (between Souris, P.E.I. and the Îles de la Madeleine). Confirmed by reservation.*

The ferry leaves Souris at the company's regularly scheduled times (see website at

[http://www.ctma.ca/traversier-madeleine/traversier\\_horaireEtTarifs.cfm](http://www.ctma.ca/traversier-madeleine/traversier_horaireEtTarifs.cfm) ) and arrives the same day on the Îles de la Madeleine. Return trip as per the normal C.T.M.A. schedule.

**Land activities Portion of the Package:**

- *Seven (7) days, six (6) nights on the Islands, including accommodation, breakfasts and suppers at the **Auberge La Salicorne***
- *A gift certificate good for one hundred (100) pounds of seafoods at **Cap sur Mer***
- *An **Esso** gift card of one hundred Canadian dollars (\$100) worth of gasoline*
- *A guided visit at the **Musée de la Mer***

**The winning package is valid between June 1 and July 20 during the 2010 and 2011 tourist seasons**, depending on availability at the time the reservation is made. The winner must show the winning letter. This package is not refundable and may not be exchanged or transferred.

The prize includes only those elements specifically described herein.

The winner must make his/her own reservations with the different partners associated with this contest (ferry, activities, accomodation). Transportation costs for the trip between the winner's domicile and Souris, Prince Edward Island (except for gasoline, up to a maximum of \$100) must be covered by the winner.

**Total value of prize: approximately \$1,900.**

**5. CONTEST RULES**

5.1 To win the prize, the participant must correctly answer one (1) compulsory question.

**Go to the section "Discover the Archipelago" and then click on "fishing".**

[http://www.tourismeilesdelamadeleine.com/magdalen-islands/decouvrirLArchipel\\_peche.cfm](http://www.tourismeilesdelamadeleine.com/magdalen-islands/decouvrirLArchipel_peche.cfm)

**Find the answer to this question: How many lobster fishing licenses are issued for the Îles de la Madeleine region ?**

You will find the answer on the contest website.

5.2 The prize winner and the person accompanying him/her, or should the person accompanying the winner be a minor, the parents of the minor in question, must agree to allow his/her/their name and image, particularly his/her/their photo and voice to be used for publicity related to the contest, and he/she/they also agree to let said name/photo/voice be used without any further financial compensation.

Some arrangements might possibly be made for adjusting lodging and ferry transportation for two children under twelve years of age if the winner can prove that the children have the same family name as one of the two adult winners making the trip and that the children in question will be travelling with their parents on both legs of the trip. To make such arrangements, contact Tourisme Îles de la Madeleine. There will be no financial compensation or refund if the winners have no children or if their children choose not to travel with them.

5.3 The winner must sign a document certifying his/her eligibility, as specified in article 2 of these rules. He/She must also release and hold harmless Tourisme Îles de la Madeleine and its associates and partners from any liability in connection with this contest and for any damages or loss that may result from his/her participation in this contest or resulting from winning, accepting or making use of the prize.

5.4 The prize must be accepted as is and may not be exchanged for a sum of money, and may not be sold or transferred. There will be no substitutions offered for this prize, in whole or in part, to the winner or to the individuals accompanying the winner.

5.5 If it is impossible to supply the prize exactly as described herein, Tourisme Îles de la Madeleine and its partners associated with this contest reserve the right to substitute a part or the entirety of the prize with one or more prizes of approximately equivalent value.

5.6 Refusal to accept the prize frees Tourisme Îles de la Madeleine and its partners associated with this contest from any further liability in this matter.

5.7 Tourisme Îles de la Madeleine and its partners associated with this contest assume no responsibility for mail that is lost, late or improperly addressed, for any printing errors, technical, computer or telephone malfunctions, for any loss or theft of computerized information, damages to software or hardware, fraud or other errors.

5.8 Your name, your age, your address, your telephone number and your e-mail address will be registered and used for the administration of the contest described herein. This information will be used for no other purpose without your express consent. In supplying the above-mentioned information, you implicitly consent to its use as described herein.

5.9 The names and e-mail addresses of participants in this contest who have chosen to check the box marked "I would like to receive the newsletter" may be used to create a data bank that will be used exclusively by Tourisme Îles de la Madeleine for delivery of occasional newsletters. These newsletters will be used only by Tourisme Îles de la Madeleine, and only for promoting the Îles de la Madeleine as a tourism destination.

5.10 Tourisme Îles de la Madeleine and its partners associated with this contest assume no responsibility or liability of any kind in the event that the contest cannot be conducted as planned for any reason, including those reasons beyond their control such as strikes, lock-outs or any labour disputes within their establishment or within those of the organizations and businesses whose services are used to run the contest described herein.

5.11 Participation in this contest implies acceptance of the rules. Tourisme Îles de la Madeleine will ensure that the rules are applied.

5.12 The rules of the contest described herein can be seen on the following website:

[www.tourismeilesdelamadeleine.com/contest](http://www.tourismeilesdelamadeleine.com/contest)

5.13 Any legal dispute involving the conduct of a publicity contest can be submitted to the Régie des alcools, des courses et des jeux for a decision. A dispute involving the awarding of a prize may be submitted to the Régie, but only as a mean to reach a settlement.

**Tourisme Îles de la Madeleine**

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