

iShop Lowell 2011: Buy Now, Win Later!
OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO WIN.** To enter the iShop Lowell 2011: Buy Now, Win Later! print your name, address (including zip code), home and work telephone numbers and email on an entry form (available at participating downtown businesses) and attach an original receipt from a downtown retail or restaurant business valued at over twenty-five dollars (\$25.00). Ballot boxes will be made available at numerous downtown retail and restaurant businesses to accept entries. To enter without making a purchase, send a 3"x5" card with requested information and mail to: iShop Lowell 2011: Buy Now, Win Later! c/o Single Source, P.O. Box 29, Danvers, MA 01923. All entries become the exclusive property of The City of Lowell (The City) and will not be returned. Email addresses of entrants will be added to the Downtown e-newsletter distribution list; an opt-out option is available.

2. **LIMIT ONE ENTRY PER PERSON PER DAY.** The weekly sweepstakes runs from 2/18/11 through 4/22/11; the grand prize will accept entries through April 29, 2011. Prizes will be awarded every week on March 4, 11, 18, 25 and April 1, 8, 15, 22, and 29. The grand prize will be awarded on May 6. Entries for the weekly drawings will be accepted and collected on Friday. Entries for the grand prize drawing will be collected on April 29, 2011 and will be combined with past entries. The City is not responsible for late, lost, misdirected, altered, incomplete or illegible entries. By entering this sweepstakes, entrants accept and agree to be bound by these rules and the decisions of the judges, which shall be final on all matters.

3. **PRIZES AND APPROXIMATE RETAIL VALUES:** There will be eight (8) weekly winners and one (1) grand prize winner. The eight winners will receive either one (1) 2GB iPod Shuffle, (1) 8GB iPod Nano, (1) 160GB iPod Classic, (1) 8GB iPod Touch or one (1) season pass to the Lowell Summer Music Series; prizes will alternate on a weekly basis. The approximate retail value of an iPod Shuffle is \$49, iPod Nano is \$149, iPod Classic is \$249, iPod Touch is \$229 and a season pass to the Music Series is \$300. The grand prize, an iPad, is valued at \$499. All prizes will be awarded (assuming sufficient number of entries). Sponsor is responsible only for prize delivery; not responsible for prize utility, quality or otherwise.

4. **DRAWING:** Prize(s) will be awarded by random drawing at Lowell City Hall, Lowell, MA, from among all valid entries received in the previous week. The first prize will be awarded on 3/04/11, and the last prize will be awarded on 4/22/11. The grand prize will be awarded on Friday, May 6, 2011. Decisions of the judges are final. Winners will be notified by phone or email and will be required to sign an affidavit of eligibility. No cash alternatives or substitutions in lieu of stated prize will be awarded except as stated above or if deemed necessary by The City. In the event that The City believes that any portion of this Sweepstakes has been compromised, corrupted or impaired, The City reserves the right at its sole discretion to suspend or terminate the sweepstakes. Odds of winning dependent on number of eligible entries received.

5. **ELIGIBILITY:** Sweepstakes are open only to residents of MA and NH over age 18 except if they are employees, vendors or immediate family members or members of the same household of employees of The City or vendors of The City and its subsidiaries. No groups, clubs or organizations may participate in this offer or reproduce or distribute any portion of these rules or entry forms to their members. Void where prohibited, taxed or otherwise restricted by law. All federal, state and local laws and regulations apply. If prize notification is returned as undeliverable or winners cannot be located or does not respond by 5/31/11, alternative winners will be chosen and prize will be awarded. All taxes are the sole responsibility of the winner. Prize is non-transferable and non-refundable. Winners will be required to sign a release form. Prizes will only be awarded if winner complies with official rules. All entries become the property of The City. Entry constitutes each winner's permission to use their names, photographs and/or voice recordings for publicity purposes without additional compensation or permission except where prohibited by law.

6. **WINNERS' LIST:** To obtain a winners' list, send a stamped, self-addressed envelope to: *iShop Lowell 2011: Buy Now, Win Later!*, c/o Single Source, P.O. Box 29, Danvers, MA 01923 after 6/25/11.

7. **RELEASE:** All entrants release The City, and their directors, employees, officers, clients and agents, including without limitation, its advertising and promotion agencies, from any and all liability, loss or

damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in any prize-related activities. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or otherwise in violation of the rules. Sponsor is not responsible for incorrect data or for technical malfunction of computer hardware or software or for technical failure of any kind, including error in entry submission, whether human, mechanical or electronic.

8. SPONSOR: The City of Lowell, 375 Merrimack Street, Lowell, MA 01852.