

## Promotional Procedures: Apple a Day-LOTTOAPPLE

### Promotion Type

Text to Win

### Promotion Detail

Text **"LOTTOAPPLE"** to the number 44622 to be registered to win an Apple TV or Apple Prize Pack

Requirements:

- Must be 18 or older and an Oklahoma resident to participate
- One entry per person
- Winners may only win once during this promotion

**Promotion Dates: Sept 1-Sept 30 (weekdays)**

**Drawing Date:**

Draw	Draw Date	Entry Dates	Prizes	# of Winners
1	September 8, 2016	September 1-7	Apple TV	5
2	September 15, 2016	September 1-14	Apple TV	5
3	September 22, 2016	September 1-21	Apple TV	5
4	October 4, 2016	September 1-30	Apple TV	7
4	October 4, 2016	September 1-30	Apple Prize Pack: 1 Apple iPad Air 1 \$100 iTunes gift card	1

### Prizes

- **Twenty-two (22) winners will each receive an Apple TV. Approx. value \$150**
- **One (1) winner will receive an Apple Prize pack including an Apple iPad Air and a \$100 iTunes gift card. Approx. value \$600**

### Entry Submission Methods

#### Mobile Club Text Message

Entrants must text the short code **"LOTTOAPPLE"** to the number 44622 to enter. Entrant must be a valid and active member of the Oklahoma Lottery Mobile Club at the time of the drawing, must be 18 or older and an Oklahoma resident to be eligible to win a prize. If an entrant opts out of the Mobile Club any time during the promotional time frame their entry is no longer valid and will be disqualified if drawn as a winner or an alternate in the prize drawing.

### Entry Period

The entry period for this promotion is **September 1 through September 30, 2016**. Entrants will be eligible for each subsequent drawing after submitting LOTTOAPPLE to 44622. LOTTOAPPLE text must be received in the month of September to qualify for this promotion.

## **Drawing Information**

The prize drawing will be held at the Oklahoma Lottery headquarters. During the drawing, only the drawing representative, security official and an accounting representative will be present. All submitted entries will be digitized and uniquely numbered for the official drawing. A computer based automated drawing system will be used to execute the official drawing. For each drawing, a specified number of entries will be drawn to serve as winners and alternates to cover the total number of winners needed for that entry period. All other entries drawn will be assigned as alternates in the event a winner or winners cannot claim their prizes. Winners will be contacted by the Oklahoma Lottery for prize fulfillment purposes.

## **General Rules and Procedures**

1. Players may only win one prize during this promotion.
2. Players may only enter once during this promotion.
3. All prize winners must be 18 years or older. Winners will be required to provide proof of age.
4. Winners must be Oklahoma residents.
5. Winners will be notified via phone of their winning status using the contact information provided via text message. The final prize will be awarded after all validation processes have been completed.
6. By submitting an entry, each player authorizes the Oklahoma Lottery to release prize winner information to various media sources. Winners' names and pictures will also be posted on the Oklahoma Lottery website ([www.lottery.ok.gov](http://www.lottery.ok.gov)) and can be used at authorized OLC retailers. The winner hereby consents to the reasonable use by the Oklahoma Lottery of the winner's photographs, voice, likeness, and/or image, contents of the entry form and the name and age of the winner without any further compensation for any future promotional activity.
7. The Oklahoma Lottery, at its sole discretion, reserves the right to substitute a prize of equal or greater value if any prize cannot be awarded as described due to unavailability or for any other reason. Additional restrictions and conditions specific to any particular prize will be disclosed to winners upon prize notification.
8. Prizes pictured on point-of-sale materials and on the Lottery website are for illustrative purposes only.
9. Winners of cash and merchandise prizes valued over \$600 will be issued a W2-G tax form. Cash prizes over \$5,000 are subject to federal and state tax withholdings at the time of prize awarding. Additional local, state, federal or other taxes, expenses or surcharges associated with the prizes (if any) and not mentioned in these rules are the responsibility of the winner.
10. The Oklahoma Lottery and its agencies are not responsible for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry, winner or other contest information by sponsors or entrants for any reason whatsoever. The Oklahoma Lottery is not responsible for entries that are late, misdirected or incomplete. All entries become the sole property of the Oklahoma Lottery and will not be returned. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE OKLAHOMA LOTTERY RESERVES THE RIGHT TO CANCEL THE PROMOTION IF IT BECOMES TECHNICALLY CORRUPTED.

11. The Oklahoma Lottery reserves the right to refuse admission of an entry if it is determined that the submission has occurred under a pretense that does not conform to the above listed rules.
12. Owners and employees of a licensed Oklahoma Lottery retail location may only win 1 promotional prize within a 12 month period unless specifically stated in the promotional procedures for a specific promotion. Promotional prizes include any cash or non-cash prize; methods of entry include but are not limited to Mobile Club, Facebook, second-chance, and Buy X Get Y promotions.
13. Former employees of the Oklahoma Lottery are permitted to participate in promotions. If a former employee is selected as a winner of a promotion, they are required to speak with the security team prior to prize being awarded.
14. The Oklahoma Lottery, at its sole discretion, reserves the right to terminate any promotional drawing if the number of entries, for that promotion, does not exceed 100. The subsequent prizes may then be offered in a future Oklahoma Lottery promotion.
15. No other tickets or entries are eligible for this promotion, including Scratchers games, sample-void tickets, altered or stolen tickets, postcards, any canceled ticket or any likeness of an authentic ticket.
16. The Oklahoma Lottery will not provide any assurance and/or verification of receipt of any entry submitted by any player or promotion participant.
17. The Oklahoma Lottery makes no express or implied warranties of any kind with respect to the safety, appearance or performance of any prize offered.
18. Once final transfer of a prize is complete, the winner has sole ownership of the prize and the use of the prize is at the owner's discretion.
19. Each person entering this promotion agrees by the act of participation to be bound by these promotional procedures of the Oklahoma Lottery.
20. By participating in this promotion, entrants agree to release and hold harmless the Oklahoma Lottery, from and against any claim or cause of action arising out of participation in the promotion or receipt or use of any prize.
21. These promotional procedures may be modified at any time at the sole discretion of the Oklahoma Lottery. Changes will be posted on our website.
22. All Promotional Procedures and Game Rules are available at [www.lottery.ok.gov](http://www.lottery.ok.gov) or by contacting the Oklahoma Lottery Commission at 405.522.7700.