

Promotional Procedures: Paw-Purr-Atzi Scratcher

Promotion Type

Website entry

Promotion Detail

The Oklahoma Lottery will allow players to submit photographs of their dogs and cats for consideration to appear on the Paw-Purr-Atzi Scratcher, which will be available in spring 2017.

Requirements:

- Must be 18 or older and an Oklahoma resident to participate
- One pet per photo only
- Finalists may only win once

Promotion Dates: September 12-October 28

Dates:

Group	Submission Dates	Voting Dates	Finalist Prizes	# of Winners
1	Sept. 12-Sept. 21	Sept. 26-Sept 30	\$100 PetSmart Gift Cards	6
2	Sept. 22-Sept 28	Oct 3.-Oct 7	\$100 PetSmart Gift Cards	6
3	Sept. 29-Oct 5	Oct. 10-Oct.14	\$100 PetSmart Gift Cards	6
4	Oct. 6-Oct. 12	Oct. 17-Oct 21	\$100 PetSmart Gift Cards	6
5	Oct. 13-Oct. 19	Oct 24-Oct. 28	\$100 PetSmart Gift Cards	6

Prizes

- **Five (5) dogs and five (5) cats will be selected from finalists to be featured on an Oklahoma Lottery (Paw-Purr-Atzi) scratch ticket**
- **Each of the thirty (30) finalist pre-selected by the Oklahoma Lottery will receive a \$100 PetSmart gift card.**

Photo Submission Methods

www.lottery.ok.gov/pawpurratzi

Photos may only be submitted through the Oklahoma Lottery website at

www.lottery.ok.gov/pawpurratzi. Photos received via postal mail, hand delivery or email will not be considered. Submission deadline is **October 19, 2016**, at midnight. None of the photos submitted will be returned to the entrants.

How to Enter

1. Take a high resolution picture of your pet; a jpeg photo with a 300dpi resolution will be required for pets chosen to appear on the Scratcher ticket.
2. Go to www.lottery.ok.gov/pawpurratzi
3. Enter your pet's name, your name, your phone number and email address
4. Check box that you are over 18 years of age and an Oklahoma resident
5. Click submit to complete your entry.

Submission Period

September 12-October 19, 2016

The entry period for this promotion is September 12 through October 19, 2016. Each week, finalists from the prior week's pet submissions will be placed on the Oklahoma Lottery Facebook page (<https://www.facebook.com/OKLottery/>) for voting by the public. See schedule above.

Photo Guidelines

1. Only one pet per image is allowed.
2. Photos submitted on the Oklahoma Lottery website should be 5MB or less.
3. Head and shoulder shots against a neutral background are preferred.
4. No persons or objects will be permitted in the picture. Pets may wear headgear or articles of clothing (collar, bandana etc.) and may hold non-commercial or non-branded items in their mouths.
5. Photos of a graphic nature will be discarded.
6. By submitting a photo, the entrant/pet owner conveys to the Oklahoma Lottery the right to edit or crop the photo as they deem necessary and that the owner's name, hometown and pet's name and likenesses may also be used for promotional purposes without compensation to the entrant.
7. Photos submitted by entrants who are not 18 years of age or older will be considered void and invalid for selection or prize.

Selection of Paw-Purr-Atzi Finalists

Judges provided by the OLC will select three (3) dogs and three (3) cats per group to be represented as finalists on the Oklahoma Lottery Facebook page. Fans of the page will have approximately one week to vote on the winning dog and the winning cat for that group. Please see above schedule for voting time frame.

Selection of winning dogs and cats

Finalists' images will be placed on the Oklahoma Lottery Facebook page (<https://www.facebook.com/OKLottery/>) for fan voting. The winning dog and the winning cat from each of the five groups will be featured on the Oklahoma Lottery's Paw-Purr-Atzi Scratcher.

Selection of alternate dogs and/or cats

Should a winning dog and/or cat's photo be deemed not useable, or should the owner not adhere to the rules in these procedures, the runner-up dog and/or cat from that group's contest will be deemed the winner and appear on the **Paw-Purr-Atzi Scratcher**.

Waiver Form

Finalists will be required to complete a waiver form which certifies that the person submitting the waiver is the owner of the dog or cat whose picture is being submitted. The waiver also authorizes the use of their dog's or cat's photo on the Scratcher ticket, in promotional material, on the OLC website and during media events without compensation to the winner.

Promotion Specific Rules and Procedures

1. Each dog or cat may only be submitted for consideration one time during each entry period.
2. A pet owner may only be chosen as a finalist one time during this promotion.
3. A pet owner submitting an entry must be an Oklahoma resident.
4. A pet owner may submit multiple pets during this promotion but each must be pictured and submitted as a separate entry.
5. Entrants must be 18 years or older to submit a pet for this promotion.
6. Only one dog or cat per photo
7. Winning dogs and cats will be determined by highest percentage vote received on the Facebook contest app on the Oklahoma Lottery Facebook page

General Rules and Procedures

1. Players may only win one prize during this promotion
2. All pet owners submitting an entry must be 18 years or older and will be required to provide proof of age.
3. A pet owner submitting an entry must be an Oklahoma resident.
4. Pet owners of finalists' will be notified via phone of their winning status using the contact information provided via Oklahoma Lottery website. Prizes will be awarded after all validation processes have been completed.
5. By submitting a photo entry, each player authorizes the Oklahoma Lottery to release finalists' information to various media sources. Finalists' names and pictures will also be posted on the Oklahoma Lottery website (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 winning dog's and cats' photographs, 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.
6. 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.
7. Prizes pictured on point-of-sale materials and on the Lottery website are for illustrative purposes only.
8. 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.
9. 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.

10. 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.
11. 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.
12. 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 during the claim process.
13. 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.
14. The following entry types are not eligible for this promotion: Scratchers games, sample-void tickets, trail ticket entries, online game tickets or chits, altered or stolen tickets, postcards, any canceled ticket or any likeness of an authentic ticket.
15. The Oklahoma Lottery will not provide any assurance and/or verification of receipt of any entry submitted by any player or promotion participant.
16. The Oklahoma Lottery makes no express or implied warranties of any kind with respect to the safety, appearance or performance of any prize offered.
17. 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.
18. Each person entering this promotion agrees by the act of participation to be bound by these promotional procedures of the Oklahoma Lottery.
19. 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.
20. These promotional procedures may be modified at any time at the sole discretion of the Oklahoma Lottery. Changes will be posted on our website.
21. All Promotional Procedures and Game Rules are available at www.lottery.ok.gov or by contacting the Oklahoma Lottery Commission at 405.522.7700.