



## Search for Gems! Rules of Play

The “**Search for Gems**” contest runs for five consecutive weeks, February 13, 2012 – March 18, 2012, with a new clue released in the Winnipeg Free Press each Monday to start the week’s play. Solving the clue leads you to visit a West End business where you will be handed the next clue and the next business to identify. There are seven clues to solve, leading you to seven businesses each week. At each business, in addition to the next clue, you will receive a ballot for entry into the weekly prize draws and the grand prize draw. Solve one or solve all seven.

### The weeks of play are:

Week 1: February 13-19

Week 2: February 20-26

Week 3: February 27 – March 4

Week 4: March 5-11

Week 5: March 12-18

The more you play, the more chances to win! Each player has the potential to earn 7 ballots each week for a total of 35 ballots for entry into the Grand Prize draw. Note: **Only one ballot is permitted per individual, per location.**

The Search for Gems **Grand Prize** package is worth over \$3,500 and includes;

- \$1,000 cash!!
- A Jets gift package, with a framed and autographed photo of Jets player Tanner Glass and you and a friend going to a game! Courtesy of Norampac Winnipeg, Cencentral Card & Supply and the West End BIZ
- A night hotel stay compliments of the new Fairfield Inn
- Health package from Spectrum Health Centre
- Breakfast at elements - The Restaurant
- Pearl necklace & bracelet from Independent Jewellers
- Guitar from Encore Musical Instruments
- 18 speed Anniversary Edition Mountain Bike
- Gift basket/chocolates from Mordens’ of Winnipeg
- Gift Basket from MC College
- Evening of pool and food from X-Cues Café & Billiards
- Tuxedo rental from Mallabar Apparels
- And more!

Weekly and other prizes donated by KUB Bread, Roy’s Florists, Lange’s Pastry Shop, The Old House Revival Company, Eat It, MC College, Prairie stain glass, etc

Weekly prizes and the grand prize draw will take place at the West End BIZ office (581 Portage Ave). The winners will be contacted by phone. A full list of winners will be published in the Winnipeg Free Press.

- Winners must correctly answer a time-limited, skill-testing question and sign a contest release form before being deemed the official winner. The winning entries will be randomly drawn by a West End BIZ staff and board member.
- The winners must accept their prizes as awarded. No substitutions and no cash value.
- Prize is not transferable. If declined or not claimed by winner, another name shall be drawn.
- In order to be eligible, the winner must have visited the business by solving one of the clues, and filled out a ballot there.
- One entry per person, per location.
- No purchase necessary to participate.
- The draw is open to Manitoba residents only.
- Odds of winning are dependent on numbers of entries.
- The winner will be required to sign an acceptance form and agree to publication of their name as the winner.
- Winner shall authorize the release of their name & photograph for advertising and publicity purposes, relating to the contest.
- Any Person 18 years of age or over is eligible to win, except employees of, members of the immediate family of, or those domiciled with an employee of the West End BIZ; its board and committee members; participating businesses; and the advertising agency are not eligible to participate.
- All entries become the property of the West End BIZ.
- The West End BIZ respects your privacy. The information you provide will only be used for purposes related to this contest.
- In the event there is a discrepancy between the rules, the West End BIZ reserves all rights to final decisions on all matters.
- This draw is subject to all federal, provincial and municipal laws.

Please visit [www.westendbiz.ca](http://www.westendbiz.ca) for a complete list of contest rules.

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