

Taste of Buffalo Show Us Your Tums Face

Digital Sweepstakes Official Rules

This contest is in no way sponsored, endorsed or administered by, or associated with, Instagram or Facebook.

Sponsor: Taste of Buffalo, Inc.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Contest Period: Contest begins at 12:00:00 a.m. on Thursday, June 20, 2024 Eastern Daylight Time (EDT) and ends at 11:59:59 p.m. Wednesday, July 3, 2024 Eastern Daylight Time (EDT). Entries must be posted during this time frame to be considered. The Sponsors' computer is the official timekeeping device for this contest. The deadline to submit an entry is Wednesday, July 3, 2024, 11:59:59 p.m. EDT.

How to Enter:

1. Post 2 pictures of your face to your Instagram and/or Facebook account.
2. One photo is a BEFORE relief and must show your face conveying how you might feel after eating a large and/or spicy meal.
3. The second photo is an AFTER relief and must show your face conveying how you might feel after taking a Tums tablet that provides relief.
4. Tag Taste of Buffalo in your post.

Prizes: One (1) prize will be awarded. Winner will receive two (2) invitations to the VIP tent at the 2024 Taste of Buffalo, valid only on July 13 and/or 14, 2024 and \$200 in Taste of Buffalo food tickets. Not redeemable for cash. Winner responsible for transportation to and from the festival. ARV. \$300

Prize Substitution: The sponsor reserves the right to substitute any prize with another prize of equal or greater value at its sole discretion.

Winner Selection: A random drawing from all eligible entries received will select one winner. The winner will be selected on or about July 5, 2024, and will be notified via direct message on the platform used for their entry submission, either Facebook or Instagram.

Eligibility:

- The sweepstakes is open to legal residents of Erie, Niagara, Chautauqua, Cattaraugus, Allegany, Wyoming, Genesee, and Orleans counties who are at least 18 years of age.
- Employees, officers, and directors of Taste of Buffalo, Inc., Tops Markets, their immediate family members (parent, child, sibling, and their respective spouses, regardless of where they reside), and persons living in the same households as such individuals (whether related or not), their agencies, and assigns are not eligible to enter or win.
- One entry on each platform is permitted each day: Facebook and/or Instagram.

Ownership of Entries: By entering the sweepstakes, each participant agrees that all photographs submitted become the property of Taste of Buffalo, Inc., and may be used for promotional purposes without further compensation.

Release and Hold Harmless: By participating in this sweepstakes, entrants agree to release, discharge, and hold harmless Taste of Buffalo, Inc., and each of their respective officers, directors, employees, agents, and representatives from any claims, losses, and damages arising out of their participation in this sweepstakes or any sweepstakes-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder. The winner will be required to execute and return an Affidavit of Eligibility and Release, which includes a Publicity Release (except where prohibited) upon acceptance of prize. Winner must be verified and will be required to return the Affidavit of Eligibility by email three business days. In the event the paperwork is not returned within three business days, or the winner is not able to be verified, an alternate winner will be selected. All federal, state, local, or other tax liabilities, including but not limited to income taxes or like amounts in connection with a winner's award, acceptance, or use of a prize arising from this Sweepstake will be the sole responsibility of each winner.

General Conditions: By participating, entrants agree to abide by these official rules and the decisions of the sponsor, which are final and binding in all respects. The sponsor reserves the right to disqualify any individual that it finds to be tampering with the entry process or the operation of the sweepstakes or to be acting in violation of these official rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the sponsor

reserves the right to seek damages from any such person to the fullest extent permitted by law.

Choice of Law and Jurisdiction. Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and Administrator in connection with this contest, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New York or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of New York. Any action seeking legal or equitable relief arising out of or relating to the contest or these Official Rules shall be brought only in the courts of the State of New York. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum nonconveniens or lack of personal jurisdiction you may otherwise have.

Weather and Event Cancellation: Sponsor is not responsible for any disruptions, delays, or cancellations of the festival due to inclement weather or any other unforeseen circumstances. In the event that the festival is cancelled or postponed, the sweepstakes may be subject to change or cancellation without prior notice and the winner will not be entitled to receive the prize.

Winners list: To receive the list of winners of prizes, send a #10 self-addressed, stamped envelope for receipt by September 7, 2024 to: Show Us Your Tums Face Contest Winners List Request, P.O. Box 366, East Amherst, New York 14051.

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Administrator: Taste of Buffalo, Inc.