



YOUR TEAM COULD
WIN[†] \$5,000
GRAND PRIZE
OR 1 of 5 SECONDARY PRIZES OF \$1,000

CONTEST PERIOD: October 6 – November 16, 2016



Promoting a sense of community in the Atlantic by providing an opportunity for teams, clubs and extra-curricular groups to come together for a chance to WIN funding to fuel their team's ongoing development.

HOW THE CONTEST WORKS

-  **PURCHASE** participating Ben's bread products between October 6 – November 16, 2016, collect your receipts individually or as a team (*Minimum of 6 participating Ben's products per entry, multiple receipts accepted*)
 -  **PRINT** the Official Entry Submission Form located at ENTRYFORM.BENSBAKERYCONTEST.CA and complete it
 -  **SUBMIT** by mail the completed Contest Submission form with your Ben's bread receipts showing the Ben's product(s) purchased, store name, location and date to: GAME ON with BEN'S® contest, PO BOX 48058, Bedford, Nova Scotia, B4A 3Z2.
- OR** Email the completed Contest Submission form with images of all the Ben's bread receipts to GAMEON@BENSBAKERYCONTEST.CA Email submission must be less than 10 MB otherwise please mail in.

ALL ENTRIES MUST BE RECEIVED BY NOVEMBER 30, 2016 BEFORE 11:59 P.M.

- The contest entrant must be a resident of Atlantic Canada, 18+ years old and agree to be entering the contest on behalf of:
 - i. a team, club or extra-curricular group that is either a not-for profit corporation or a registered Canadian amateur athletic association serving children and youth 19 years old or younger
 - ii. a team, club or extra-curricular group recognized by a legally recognized public elementary or secondary school located in the Atlantic region.

PRIZES

(1) GRAND PRIZE of \$5,000 awarded to the Eligible Entrant on behalf of the Eligible Group who collectively submits the highest number of participating Ben's products in the form of receipts.

(5) SECONDARY PRIZES of \$1,000 awarded to the Eligible Entrant on behalf of the Eligible Group base on a random draw and having a minimum of 6 Ben's products in the form of receipts.



CLICK HERE FOR OFFICIAL ENTRY SUBMISSION FORM

CLICK HERE FOR FAQs

CLICK HERE FOR OFFICIAL RULES AND REGULATIONS

TIPS

1. Increase your chances of winning the Grand Prize by working as a team and combining your Ben's receipts into a single entry to maximize the number of Ben's products. Or increase your odds of winning a secondary prize by submitting multiple entries.

Grand Prize is awarded to the Eligible Entrant on behalf of the Eligible Group who collectively submits in a single mail-in package or email the highest number of participating Ben's products through proof of purchase, Secondary prizes will be drawn by random selection.

2. Purchase Ben's bread products for both your household groceries as well as for team events.
3. Highlight the purchased Ben's products on the receipt(s) as well as the date of purchase.

Participating Ben's Products



BEN'S Holsum White Bread, 500g
 BEN'S Holsum Whole Wheat Bread, 500g
 BEN'S Xtra Sandwich White, 600g
 BEN'S Xtra Sandwich Thick White, 600g
 BEN'S Xtra Sandwich Whole Wheat, 600g

BEN'S Xtra Sandwich Thick Whole Wheat, 600g
 BEN'S Smart Sandwich White, 570g
 BEN'S Smart White, 500g
 BEN'S Smart Whole Wheat Sandwich, 600g
 BEN'S Plain Bagel, 6Ct
 BEN'S Cinnamon Raisin Bagel, 6Ct
 BEN'S Everything Bagel, 6Ct
 BEN'S Plain English Muffin, 6Ct
 BEN'S Whole Wheat English Muffin, 6Ct
 BEN'S Plain English Muffin, 6Ct
 BEN'S Whole Wheat English Muffin, 6Ct
 BEN'S Smart 7" Tortillas, 8Ct
 BEN'S Hamburger Buns White, 8Ct
 BEN'S Hamburger Buns White, 12Ct
 BEN'S Sesame Seed Burger Buns, 8Ct
 BEN'S Sesame Seed Burger Buns, 12Ct
 BEN'S Hotdog Buns White, 8Ct
 BEN'S New England Hotdog Buns White, 12Ct

†NO PURCHASE NECESSARY. The contest is open to residents of the provinces of Nova Scotia, Newfoundland and Labrador, PEI, and New Brunswick who have reached the age of majority. The contest begins October 6, 2016 at 12:01 A.M. (ADT) and ends November 16, 2016 at 11:59 P.M. (ADT) Entries must be received by November 30, 2016 (ADT). Contest draw date is December 15, 2016. To enter, purchase participating Ben's Bakery® bread products, collect receipts showing a minimum purchase of six (6) participating products, on behalf of an eligible group, team or club. Mail your entry to Game on with Ben's® Contest, PO Box 48058, Bedford, NS, B4A 3Z2 or email your entry to gameon@bensbakerycontest.ca. A total of one (1) grand prize of \$5000.00 CAD and (5) secondary prizes of \$1000.00 CAD are available to be won. Limit of one (1) entry per individual or group, per day. Must correctly answer a mathematical skill-testing question. The odds of winning will depend on the number of valid entries received. For no purchase entry option, contest details and full official rules, visit www.BensBakery.ca.