

Scratch & Win

The Voice Contest Information

September 4, 2018 – February 28, 2019



Dates: September 4, 2018 – February 28, 2019

Eligible Tickets: \$5 The Voice Scratch & Win tickets (winning and non-winning tickets)

How:

Play The Voice Scratch & Win ticket, or play The Voice games at select Casinos BC locations or online at playnow.com

- Play The Voice games for a chance to win 1 of 7 The Voice Experience packages which include:
 - Return airfare for 2 to Las Vegas, 4 nights hotel, 2 tickets to The Voice: Neon Dreams show, 2 tickets to a concert of the winner's choice and \$500 spending money
- Players can enter their **winning and non-winning tickets** online at the PlayNow.com/theVoice web page.
 - Follow the instructions for entering Scratch & Win tickets and create an account with an email OR if the player already has an account from Tech the Halls, they can just log in!

Earn more entries by playing all 3 The Voice games:

- Enter the \$5 The Voice Scratch & Win ticket number at PlayNow.com/theVoice, or
- Use The Voice Free Play credits online at PlayNow.com, or
- Play The Voice Slots with an Encore Rewards card at select Casinos BC or Chances locations in BC. See page 7 for list of participating Casinos BC or Chances locations.

Prize Draw Dates:

Casinos BC Draw Date: October 22, 2018

PlayNow Draw Date: November 6, 2018

\$5 The Voice Scratch & Win Ticket Draw Date: March 6, 2019

Marketing and Retail Support:

- Advertised through radio, POS (Casino & Retail), digital, social media, and direct marketing
- Retail support (mid-September – October, 2018) includes: digital signage and tear away pads (tear aways arriving separate from September POS materials)

Scratch & Win

How to Enter



How do players enter with Scratch & Win?

1. Buy a \$5 The Voice S&W ticket and scratch to reveal the 13-digit ticket CNTL No.



2. Visit www.PlayNow.com/theVoice web page.



3. Follow the instructions for entering Scratch & Win tickets and create an account with an email OR if the player already has an account from Tech the Halls, just log in!



4. Enter the 13-digit ticket CNTL No. and click SUBMIT



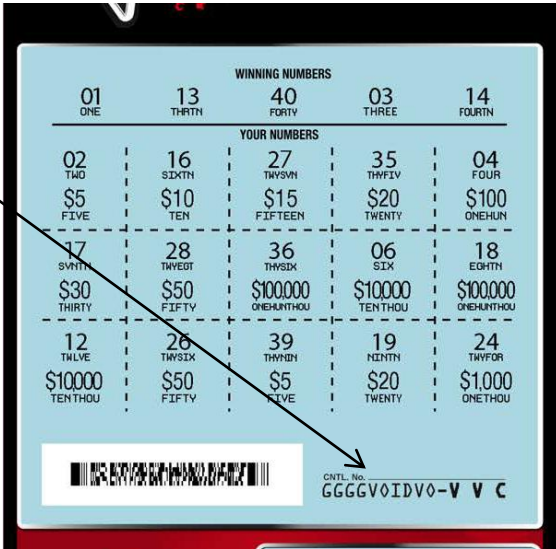
Players can login on the site again to enter additional The Voice Scratch & Win tickets with their email and password!

Scratch & Win How to Enter – CNTL No.



Scratch the main play area to reveal CNTL. No.

Located at the bottom of the main game play area.



Scratch & Win

How to Enter



How do players enter with PlayNow.com?

1. Sign up or login to their PlayNow.com account



2. Enter promo code THEVOICE on the My Promotions Page



3. Play The Voice Slots to earn one entry each day

How do players enter at a Casinos BC?

1. Visit a participating Casinos BC or Chances location



2. Play The Voice Slots with their Encore Rewards card. If they are not already an Encore Rewards Member, they can sign up at Guest Services at any gaming facility.



Questions & Answers

Q. Can residents outside of BC enter the contest? Can someone under 19 years of age enter the contest?

- A. S&W: No. The contest is open to BC residents only, 19 years of age and older.
PlayNow: No. The contest is open to BC residents only with a PlayNow.com account.
Casinos BC: Yes. Anyone with an Encore Rewards Card can enter.

Q. Is a PlayNow.com account required to input Scratch & Win tickets?

- A. No. Scratch & Win tickets are submitted on the contest platform, similar to Tech the Halls.

Q. Can players take the cash equivalent instead of the prize?

- A. No cash equivalent. Prizes are only awarded as vouchers for travel and concert tickets.

Q. Do players have to make purchases in order to enter the contest?

- A. S&W: No. Players can purchase a \$5 The Voice S&W ticket to enter, or use a 1-time no-purchase necessary contest code which can be found on the BCLC Scratch & Win Facebook page: www.facebook.com/scratchandwinbc
PlayNow: Yes. Players must wager a minimum of \$1 on The Voice PlayNow Slots.
Casinos BC: Yes. Players must wager a minimum of \$1 on The Voice Slots.

Q. Which tickets are eligible?

- A. S&W: Winning and non-winning \$5 The Voice tickets (GAME ID: 318138).
PlayNow: Only online The Voice Instants game.
Casinos BC: Only on The Voice Slots.



Questions & Answers

Q. Where can players find the CNTL No. on a ticket?

A. S&W: The 13-digit CNTL No. can be found at the bottom right of the top game play area. Players need to scratch the top game play area to reveal the CNTL No. Please see example on page 3.

Q. Can players enter multiple tickets at once?

A. S&W: Yes. Players can enter multiple tickets at once. In addition, players can return to the site at any time with their login information to enter additional tickets.

PlayNow: N/A. Players are allowed one entry per day on PlayNow.com.

Casinos BC: N/A. Players are allowed one entry per day at participating Casinos BC or Chances locations.

Q. How will players be notified if they win?

A. For prize draws, winners will be contacted by BCLC or its agents by email or phone. In addition, an email will be sent to players with instructions on how to claim their prize.

Q. How will the public be informed of the winners?

A. A list of the winners will be displayed on www.PlayNow.com/theVoice after the winners have been confirmed, approximately six (6) weeks after each draw date.

Q. How will players receive their prizes?

A. BCLC or its agents will email the voucher or gift cards to the winners.



Questions & Answers

Q. Are retailers eligible for this contest?

A. As per the contest conditions, Lottery Retailers and family members are not eligible entrants in this contest. Family member means a spouse (including common-law), child, or parent, whether residing with the Retailer or not, or anyone who resides with the Retailer.

Q. What about players that do not have a computer?

S&W: We understand that not all players have access to the Internet from their home. These players may wish to visit their public library or local Internet Café where web browsing is available. A unique email address is required to enter the contest. There is no way to enter The Voice contest offline.

PlayNow: Only players that are able to create a valid PlayNow account will be able to enter.

Casinos BC: A computer is not required for Casinos BC players to enter.

Q. How will prizes be distributed among the three channels (S&W, PlayNow, Casinos BC)?

A. Two (2) prizes will be awarded for S&W Ticket entrants. Two (2) prizes will be awarded for PlayNow entrants. Three (3) prizes will be awarded for Casinos BC entrants.

Q. Will players know how many entries they have?

Entries will be calculated at the end of the contest period and are not available to the player.

Q. Which Casinos BC are participating?

Participating Facilities: Chances Maple Ridge, Playtime Casino Vernon, Chances Kelowna, Cascades Casino Penticton, Cascades Casino Kamloops, Chances Abbotsford, Chances Dawson Creek, Chances Mission, Chances Fort St John, Cascades Casino Langley, Elements Casino Victoria, Hastings Park Racetrack, Playtime Casinos Kelowna, Chances Chilliwack, Hard Rock, Elements Casino Surrey, Chances Cowichan, Casino Nanaimo, Chances Rim Rock, River Rock, Grand Villa, Parq Vancouver, Starlight, Playtime Casino Courtenay, Playtime Casino Campbell River

For more information, direct players to PlayNow.com/theVoice or call BCLC Customer Support.