

## Think Snow Contest Rules

1. The Think Snow Contest tickets will be on sale from November 30, 2009 until January 15, 2010.
2. Tickets will sell for \$5.00 each or 5 for \$20.00. Each ticket will be a guess at how much snow there will be in the official collector box at the WMSA studios on Rte 420 on the morning of Monday, February 1, 2010 at 9:00 AM.
3. Each ticket will have the contestant's name, address, phone number and the "estimated amount of snow" predicted. Contestants may enter as many times as they wish.
4. The official measuring device will be located in front of the WMSA studios on Rte 420 and will be housed in a plexi glass box open to the air on top, and the ground on the bottom.
5. There will be 3 prizes consisting of a trip (A 2 night Caribbean Cruise for two aboard the Bahamas Celebration including airfare to and from Albany. a hockey ticket package (including tickets to Clarkson, SLU, The Cornwall Colts and the Ottawa Senators), and a 42 inch flat screen TV.
6. To play, contestants will predict the exact height of snow that will have accumulated in the official collector box as of Monday, February 1, 2010 at 9am.
7. First, Second and Third place winners will be determined by the 3 closest guesses, including an exact guess for First Place. If no individual guesses the exact amount, the prizes will go to the closest 3 guesses. Winners will be announced at the Winter Carnival's Opening Ceremonies at the St. Lawrence Centre Arena on Thursday, February 4<sup>th</sup>. Winners need not be present to win.
8. The First place winner will pick which prize they want first, the second will choose between the remaining two, and the third will take the prize that is left.
9. In the event that more than one individual guesses the correct amount of snow, a random drawing between all of the individuals with the correct guess will determine the First, Second and Third place winners...drawn consecutively in that order. Then rule number 8 applies.
10. In the event that any of the winners decline to accept their prize, the Winter Festival committee shall choose the next closest guess in the contest who will accept the prize.

11. Contestants may purchase tickets without immediately making their guess, as long as they have logged their guess with the Massena Chamber of Commerce by January 15<sup>th</sup>, 2010 in person at 50 Main St. in Massena during normal business hours. If a contestant does not make their guess by 5pm on January 15<sup>th</sup>, they forfeit their entry and consideration. Proof of ID may be required.
12. There will be no substitution of prizes and no exchange of prizes for cash.
13. All contestants must be 18 years of age or older to participate.
14. By acceptance of their prize, winners consent to the use of their name and likeness for publicity purposes.
15. All contestants agree to release the Winter Festival Committee, The Massena Chamber of Commerce, and all participating sponsors, their employees and their families from any and all liabilities associated with participation in this contest.
16. The prize winners agree to release the Winter Festival Committee, The Massena Chamber of Commerce, and all participating sponsors, their employees and their families from any and all liabilities associated with accepting and utilizing their prizes.
17. Further, by accepting the cruise as a prize, winners understand that they are responsible for additional taxes, port fees, and gratuities associated with the acceptance of their prize.
18. Employees and families of the Massena Chamber of Commerce, The Winter Festival Committee, Think Snow Sponsors, and Stephens Media Group-Massena, LLC are ineligible to enter and win.
19. The Winter Festival Committee reserves the right to amend these contest rules without prior notice.

By signing below, I \_\_\_\_\_ acknowledge and agree to abide by the above rules in acceptance of my prize.

\_\_\_\_\_  
Signature, Date

\_\_\_\_\_  
Printed Name, Address, Phone Number