

Mississippi Lottery's Lucky Dog Promotion Rules

The Mississippi Lottery Corporation (MLC) is conducting a dog photograph promotional contest. A total of eight (8) dogs will be selected to be featured on the "Lucky Dog" instant scratch-off game, which the MLC anticipates will be printed for sales beginning in June 2024. Each entrant selected to be featured on the "Lucky Dog" instant scratch-off tickets will receive a promotional prize amount of \$1,000.

Entries for the promotion can only be submitted between Tuesday, Jan. 2, 2024 (12:01 am CST) and Sunday, Jan. 14, 2024 (11:59 pm CST). The submissions will be reviewed by a MLC panel, and selected photographs will be promoted on social media for polling votes. The polling will be open only from Jan. 22, 2024 (8 a.m. CST) , through Jan. 28, 2024 (11:59 p.m. CST). The eight (8) dog photographs with the most votes will be featured on the "Lucky Dog" instant scratch-off tickets. Winners will be announced by Friday, Feb. 2, 2024.

RULES:

1. **NO PURCHASE REQUIRED:** There is no purchase necessary to submit a photo; purchasing Mississippi Lottery products does not increase the chance of being selected. Limit one entry per person, per email address, per household and per dog. Duplicate entries will be disqualified.
2. **WHO CAN ENTER:** The Lucky Dog Promotion is open to Mississippi Lottery Insiders 21 years of age or older. Lottery employees, retailers and vendors, and their immediate family members residing in their household, are not eligible to submit entries or win.
3. **ENTRIES:** Mississippi Lottery Insiders will receive a link to an entry form via email.

Each entry must include a photograph of the dog being submitted. Only photographs of dogs may be submitted. Entries without a photograph will not be accepted. Entrants may not submit photographs that are the property of a third person or purchased commercially. The photo must be in clear focus without other people or animals visible. The dog must be the primary object in the photograph. Photos may not be obviously and/or excessively digitally enhanced or utilize copyrighted material created or owned by any individual other than the entrant. Photos that involve putting any animal in danger are ineligible.

The person submitting an entry of a photograph of a dog must be the lawful owner of the photographed dog. The dog whose photograph is submitted must be living at the time of submission in the Promotion.

Inappropriate names and pictures, and indecent, offensive, or otherwise unacceptable content will be disqualified. Photos depicting any nudity or obscenity; use of alcohol,

tobacco products or drugs; campaign or political activity; minors (persons under the age of 21); or any inappropriate, indecent, sexual, profane, tortious, slanderous, or discriminatory activity in any way or that promotes hatred or harm against any person, group, animal or controversial subject matter, as determined by the MLC, will be disqualified.

Any entry received by the MLC after the entry deadline shall be deemed ineligible.

4. **ELIGIBILITY:** Entrants must be a Mississippi Lottery Insider and at least 21 years of age to participate in the Lucky Dog Promotion. Entries can only be submitted through the link sent by the MLC via email to Mississippi Lottery Insiders.

Only one person may be listed as the entrant and owner of the dog whose photograph is submitted. An entry with more than one name such as “Mr. and Mrs. Smith” or “John and Mary Smith” will be disqualified. Photographs of only one dog per owner, per email address and per household will be accepted.

Submission of a photo does not guarantee qualification, award, or publication.

5. **SELECTION OF FINALISTS:** The MLC may select up to twenty-five (25) photographs to present as finalists on the Mississippi Lottery website page. Visitors of the MLC website page will vote for a winning dog to be featured on the Lucky Dog instant ticket game. Selection to be featured as a “Lucky Dog” finalist for on-line voting has no monetary value, and no compensation will be provided thereafter.

The MLC is not responsible for third-party use of the posted photos on other sites outside of www.mslottery.com or any MLC -sponsored media.

6. **VOTING:** The finalists will be listed on the Mississippi Lottery website page for seven (7) days, permitting visitors to the Mississippi Lottery website page to vote for their favorite dog photograph. The voting period will be open only from Jan. 22, 2024 (8 a.m. CST), through Jan. 28, 2024 (11:59 P.M. CST).
7. **PRIZES:** The eight (8) dog photographs receiving the highest number of votes will be featured on the Mississippi Lottery’s “Lucky Dog” scratch-off tickets, and the owner of each dog whose photograph is selected to appear on the scratch-off tickets will receive a \$1,000 promotional prize.
8. **ODDS OF WINNING:** Selection as a finalist is in the sole discretion of the MLC. Popular vote on the Mississippi Lottery website page will determine the eight (8) dog photographs selected to appear on the “Lucky Dog” instant scratch-off tickets. In the

event of ties, the MLC will make the final selection(s).

9. **CONTACTING WINNERS:** Each winning Lucky Dog Promotion participant will be notified via certified mail. The winner has 10 business days from the date of receipt of the certified letter to respond. If the participant does not respond, , the MLC may attempt to contact the winning entrant by email and/or telephone. If a selected participant fails to respond, the MLC, in its sole discretion, may select an alternative entrant.
10. **WINNER REQUIREMENTS:** Each Lucky Dog Promotion winner will be required to submit proper identification and complete a winner claim form – the same process used for prize claims for Mississippi Lottery games. Claims made by mail must be received by the MLC within the specified prize claim period, or the submission will be disqualified. The name and physical address on the entry, claim form and identification must match. The MLC is not responsible for lost or stolen mail, and claims received after the deadline will be rejected.
11. **NO PRIZE EXCHANGE:** All Lucky Dog Promotion prizes will be awarded as described. No substitutions.
12. **TAXES:** All federal, state and local taxes on the total prize value, if applicable, are the responsibility of the winner. The MLC will withhold and deposit the initial state and federal taxes on behalf of the winner, as required by law.. An IRS Form W-2G/1099 will be issued to the winner if required by law.
13. **CONTEST ENTRIES AND PRIZE LIMITATIONS:** Limit of one entry and one prize per person, per email address, per household and per dog within the Mississippi Lottery's Lucky Dog Promotion.

Entries and/or votes generated by script, macro or other automated means which subvert the entry or voting process are void. If it is discovered an entrant has submitted, attempted to enter, or used multiple accounts to enter or vote more than the stated limit, all promotion submissions for the entrant will be disqualified, and the entrant may be barred from future promotions, at the sole discretion of the MLC. All entries become the property of the MLC and will not be acknowledged or returned.

14. **DISPUTE RESOLUTION:** The exclusive venue for any dispute arising under and/or as a result of the Lucky Dog Promotion shall be the appropriate court in Rankin County, Mississippi.