

ADMINISTRATIVE BULLETIN NO. 479L  
CADILLAC RICHES SWEEPSTAKES

The purpose of this Administrative Bulletin is to outline the rules and regulations for the CADILLAC RICHES SWEEPSTAKES. The manner in which the contest is conducted shall be consistent with the Official Rules attached to this Administrative Bulletin.

The Executive Director reserves the right to amend this Administrative Bulletin if he deems it is in the best interest of the Lottery to do so.

The effective date of this Administrative Bulletin shall be April 4, 2016.

MASSACHUSETTS STATE LOTTERY COMMISSION

By: \_\_\_\_\_



MICHAEL R. SWEENEY  
EXECUTIVE DIRECTOR

Date: \_\_\_\_\_

3.31.2016

# Massachusetts State Lottery “Cadillac Riches” Sweepstakes

## *Official Rules*

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. General.** By participating in the Massachusetts State Lottery “Cadillac Riches” Sweepstakes (“the Sweepstakes”), sponsored by the Massachusetts State Lottery Commission (the “Lottery”), the entrant acknowledges and agrees to all Official Rules. The Sweepstakes Period begins Monday, April 4, 2016 at approximately 9 a.m. and ends on Sunday, May 1, 2016 at 11:59 p.m. (“the Sweepstakes Period”). There are a total of four entry periods (individually referred to as an “Entry Period”) within the Sweepstakes Period:

- Entry Period 1: Monday, April 4, 2016 at 9 a.m. – Sunday, April 10, 2016 at 11:59 p.m.
- Entry Period 2: Monday, April 11, 2016 at 9 a.m. – Sunday, April 17, 2016 at 11:59 p.m.
- Entry Period 3: Monday, April 18, 2016 at 9 a.m. – Sunday, April 24, 2016 at 11:59 p.m.
- Entry Period 4: Monday, April 25, 2016 at 9 a.m. – Sunday, May 1, 2016 at 11:59 p.m.

All times in the Sweepstakes refer to Eastern Time. By participating in the Sweepstakes, entrants agree to be bound by the Official Rules and by all decisions of the Lottery, whose decisions are at its sole discretion and are binding and final. Failure to comply with the Official Rules will result in disqualification from the Sweepstakes.

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**2. Eligibility.** The Sweepstakes is open only to legal residents of Massachusetts who are 18 years of age or older as of the Sweepstakes Period. Employees of the Lottery and family members of employees of the Lottery, including any spouse, child, brother, sister or parent residing as a member of the same household in the principal place of abode of any employee of the Lottery, and employees of the Lottery’s advertising agency are not eligible to enter or win.

**3. How to Enter.** There is one (1) method of entry (“Entry”) for the Sweepstakes, as follows: For each Entry Period of the Sweepstakes Period, on the first day of each Entry Period, the Lottery shall create a post on its Facebook page about the Sweepstakes with a call to action to enter the Sweepstakes. To enter the Sweepstakes, entrants must comment on the Facebook post, as instructed within the post. Entries shall be accepted until the end of the final day of each Entry Period of the Sweepstakes Period. **LIMIT ONE ENTRY PER PERSON PER ENTRY PERIOD.**

**4. Selection of Winner.** For each Entry Period of the Sweepstakes, five winners shall be randomly selected by the Lottery from all eligible entries received during the Entry Period. Winners shall be selected the first business day following the Entry Period of the Sweepstakes Period. Winners’ names shall be announced on the Lottery’s Facebook page and shall also be posted on [www.masslottery.com](http://www.masslottery.com). Winners shall be notified by Facebook message from the Lottery within 48 hours of each winner selection. If any prize notification is undeliverable, or in the event of non-compliance with any of the Sweepstakes rules, the prize shall be forfeited. The Lottery reserves the right to select or not select an alternative winner. It shall be the sole responsibility of each entrant to notify the Lottery if his or her contact information changes. The Lottery shall not be responsible for false, incorrect, changed, incomplete or illegible contact information. Each entrant may win only one prize during the Sweepstakes Period.

**5. Prizes.** The total number of prizes available to be awarded for the Massachusetts State Lottery’s

“Cadillac Riches” Sweepstakes is twenty (20). Each prize shall be a cash prize of \$100. There are no substitutions. Transfer of the prize is prohibited. To claim their prizes, winners must go to the Lottery headquarters in Braintree or to a regional office (Boston, New Bedford, Springfield, Woburn and Worcester). Winners are required to complete a claim form as well as provide a valid electronic mail address. All prizes must be claimed within thirty (30) days from the date won. Prize checks shall be mailed to each winner after the claim form has been submitted. All applicable federal, state and local taxes, and expenses, costs or fees associated with the acceptance and/or use of the prize shall be the sole responsibility of the winner. The Lottery reserves the right to substitute a similar prize of equal or greater value at its sole discretion.

The Lottery shall not be responsible for awarding any un-awarded portion of a prize to a prize winner if, the prize winner undertakes activities or communicates messages or images or engages in speech publicly or made known publicly that, to a reasonable person: (a) are sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; (b) are obscene or offensive, or may create public disrepute, contempt, scandal or ridicule; (c) defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any third party’s or prize provider’s personal or intellectual property rights or contain disparaging remarks about other people or companies; (d) are inconsistent with the positive images and/or goodwill to which the Lottery wishes to associate (which may be determined by the Lottery, at its sole and absolute discretion); and/or (e) otherwise violate the terms of any of the agreements by which the winner has agreed to abide as an entrant of this Sweepstakes.

**6. Disclaimer.** By entering the Sweepstakes, the entrant assumes all risk and liability for any personal injury or damages caused or claimed to be caused by, arising out of or in connection with his or her participation in the Sweepstakes and/or the acceptance and/or use of any prize, and hereby indemnifies, holds harmless and releases the Lottery, its respective constitutional office, subsidiaries, affiliates, officers, directors, agents, and employees from any and all such liability. Neither the Commonwealth of Massachusetts, the Lottery, the Lottery’s respective constitutional office, subsidiaries, and affiliates, nor the officers, directors, agents and employees of any of the foregoing are responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Sweepstakes. Participation constitutes permission to the Lottery (except where prohibited by law) to use winner’s name, city, state, likeness and/or voice for purposes of advertising, promotion and publicity, including social media, without additional compensation.

**7. Internet/Facebook.** If for any reason, the Sweepstakes is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, and unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Lottery which corrupt or affect the administration, security, fairness, integrity of the game or Sweepstakes, the Lottery reserves the right in its sole discretion to disqualify any individual it believes has tampered with the Sweepstakes process, and/or cancel, terminate, modify or suspend the Sweepstakes. The Commonwealth of Massachusetts, the Lottery, its constitutional office (as applicable), and the officers, directors, agents and employees of any of the foregoing (i) assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alternation of, entries, (ii) are not responsible for any problems or technical malfunction of Facebook, any mobile networks, any telephone network or lines, computer on-line systems, servers, or provider, computer equipment, software, failure of any email to be received by the Lottery on account of technical problems, human error or traffic congestion, or any combination thereof, including any injury or damage to the entrant or any other person’s mobile phone or device related to or resulting from participation in the Sweepstakes. The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook.

**8. Disputes/Choice of Law:** Except where prohibited, each entrant agrees that: (1) any and all disputes,

claims and causes of action arising out of or connected with the Sweepstakes or any prize awarded shall be brought and are subject to the exclusive jurisdiction of the state or federal court situated in Boston, Massachusetts, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. Massachusetts law, without reference to Massachusetts' choice of law rules, governs the Sweepstakes and all aspects related thereto.

**9. Winner Announcement; Official Rules.** For the names of the winners, or for a copy of the Official Rules, available after the conclusion of the Lottery's "Cadillac Riches" Sweepstakes on May 1, 2016, send a self-addressed, stamped envelope to: Massachusetts State Lottery, "Cadillac Riches" Sweepstakes, 60 Columbian Street, Braintree, MA 02184. Please indicate whether you are requesting a list of winners or a copy of the Official Rules.

**10. Odds of Winning.** Odds of becoming a winner of the Sweepstakes are dependent on the total number of eligible entries received. There shall be a maximum of twenty (20) winners.

**11. Privacy.** Personally identifiable information that is submitted by an entrant as part of the Sweepstakes shall be used to administer the Sweepstakes, select the prize winners and fulfill the prizes, and will be treated in accordance with the privacy policy accessible at:  
<http://www.masslottery.com/privacy.html>.