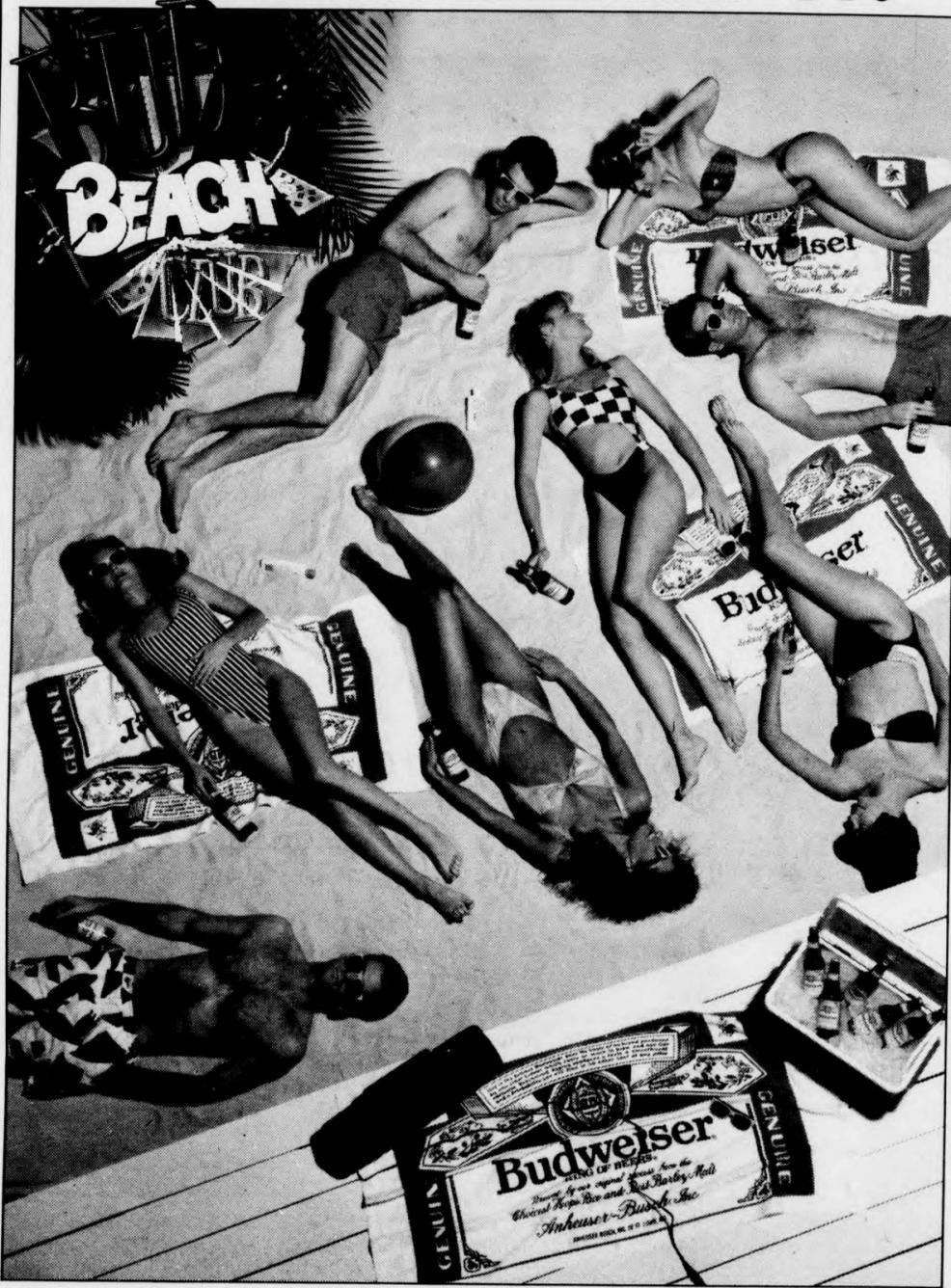


BUDWEISER® WANTS YOU IN DAYTONA BEACH FOR SPRING BREAK '91!



Win A Trip For Two To Daytona Beach, Florida.

Enter now to win one of 14 trips to Daytona Beach in the **Budweiser Spring Break Sweepstakes**. You'll be soaking up the sun, playing in the surf and enjoying the good times of Spring Break this March 9th through March 16th.

The Budweiser Grand Prize includes:

- Return airfare for two
- Deluxe beach-front hotel accommodations
- \$200 (U.S.) spending money
- A week of fun and rays...and the ultimate in Spring Break activities
- Budweiser welcome reception
- Bud® Beach Club merchandise

But you can't win if you don't enter. So just fill out the coupon below, and send it in!

Bud Beach Club Activities

Bud hits the beach—with Daytona Beach's best Spring Break activities and hospitality:

- Beach volleyball
- Water games
- Nightlife activities and specials
- Concerts

Don't forget...

Florida's drinking age is 21, so if you're under age, please don't drink. If you are 21, be sure to bring a valid I.D. to prove it.



"Budweiser® Spring Break Sweepstakes" Rules and Regulations

1. To enter, complete the Official Entry Form or print your name, address, telephone number, University/College and age on a plain piece of paper and mail to:

"Budweiser Spring Break Sweepstakes"
P.O. BOX 9286
Saint John, New Brunswick E2L 4Y8

Enter as often as you wish. Each entry must be sent in a separate envelope bearing sufficient postage. **No Purchase Necessary.**

2. There will be 14 (fourteen) **Grand Prizes** awarded consisting of return economy airfare tickets for two (2) winners including eight (8) days, seven (7) nights hotel accommodations at the Daytona Beach, Whitehall (based on double occupancy) and \$200.00 U.S. spending money. Departure for the Ontario winners will be from the Pearson International Airport (Toronto) on Saturday, March 9, 1991 and the returning flight from Daytona Beach will be on Saturday, March 16, 1991. Ontario winners will be responsible for arranging their own economy class travel to Toronto; Labatt's will reimburse winners for these costs upon submission of receipts. Departure for Alberta and Saskatchewan winners will be from the international airport nearest the winner's residence on Saturday, March 9, 1991 and the returning flight from Daytona Beach will be on Saturday, March 16, 1991. Prize does not include transportation in Daytona Beach, meals, service charges, gratuities and personal expenses. Approximate retail value of prize is \$1,500.00.
3. Entries must be received no later than the **Sweepstakes Closing Date: Midnight, February 9, 1991**. Random draws will be made on February 11, 1991 at 10:00 a.m. in Saint John, New Brunswick from among all eligible entries received. Chance of being selected for the prize is dependent upon the total number of eligible entries received. Prize winners and their travelling companions agree to sign Release Forms releasing the sponsor and its agents from any liability occurring as a result of the prize being awarded; a standard declaration form confirming compliance with the contest rules and acceptance of the prize as awarded. All winners must agree to the use of their name and/or photograph in any related publicity without compensation. No substitution for, or transfer of the prize will be allowed. All winners will be notified by mail.

4. The contest is open to all residents of Ontario, Alberta and Saskatchewan, having reached the legal drinking age, except employees, representatives and agents of Labatt Breweries of Canada, its affiliated companies, their advertising and promotional agencies, licensees and their employees, the independent contest judging organization and persons with whom they are domiciled. Employees and contractors of the applicable Liquor Control Licensing Bureaus, and members of their immediate families are not eligible. The contest is subject to all applicable Federal, Provincial and Municipal laws.
5. The Liquor Control Board is not connected with this contest in any manner whatsoever, and is not liable in any way whatsoever in regard to any matter which relates to the contest.
6. All entries become the property of Labatt Breweries of Canada and none will be returned. No responsibility will be taken for entries lost, misdirected or delayed. No correspondence will be entered into except with the selected entrant.



ENTRY FORM...ENTER* & WIN!

Break away to Daytona Beach—with Budweiser®—this March. You have to enter to win! Just fill out and mail this coupon to the address listed below.

Name _____ Age _____
 Address _____
 City, Province _____
 Postal Code _____ Tele. No. () _____
 University/College _____

Mail your entry to:
"Budweiser Spring Break Sweepstakes"
P.O. Box 9286
Saint John, New Brunswick E2L 4Y8

*Must be legal drinking age to enter.

Win A Trip For Two To Daytona Beach, Florida

Burned out?
 Take a break! Spring Break. In Daytona Beach...brought to you by Budweiser.
 Enter the **Budweiser Spring Break Sweepstakes**. Grand prize includes:
 • Return airfare for two
 • Deluxe beach-front hotel accommodations
 • \$200 (U.S.) spending money
 • A week of fun and rays...and planned Beach Club activities (March 9th-16th)
 • Budweiser welcome reception
 • Bud® Beach Club merchandise