



Labatt's Blue Light

SPOT THE BEAR & WIN

YOU COULD



YOU COULD
WIN

CIRCLE THE BEAR IN THE
ILLUSTRATION ABOVE
AND DEPOSIT THIS AD
WITH ENTRY FORM

RULES AND REGULATIONS



**A 3.6 CUBIC FOOT
CAN REFRIGERATOR!**
PLUS 25 SECONDARY PRIZES
MUST BE LEGAL AGE OF MAJORITY OR OLDER TO ENTER

NAME: _____ AGE: _____

ADDRESS: _____

CITY: _____ PROV: _____

POSTAL CODE _____ TEL: _____

I AM A REGISTERED STUDENT AT: _____

Skill Testing Question: $(25 \times 6) + 50 + 7 - 9 =$ _____

I have familiarized myself with the complete contest rules and confirmed my compliance and understanding therewith:

Entrant's Signature _____

1. HOW TO ENTER: Locate and circle the Blue Light Bear in the above illustration. Complete the entry form, correctly answer the skill testing question and tear out this entire page. Fold and deposit this page in the ballot box located on your campus. See below for ballot box location.

See complete rules and regulations located at the ballot box location for other ways to enter. All entries must be deposited by no later than the Contest Closing Date of 5:00 pm Monday October 28th, 1991. No retail purchase is necessary to enter.

2. THE PRIZES: 5 Weekly prizes (values of no less than \$5.00 and no more than \$50.00) will be awarded through random draws to qualified entrants at each participating campus for 5 consecutive weeks. All weekly winners' entry forms will be resubmitted at the end of the 5 week promotion period for the Grand Prize draw. One Grand Prize of a small Blue Light Fridge Can (3.6 cubic feet, approximate retail value \$600.00) will be awarded to one selected qualified entrant on each participating campus through a random draw to be held on campus at a pre-selected time at a pre-selected campus area (both to be announced prior to the draw date) on Saturday November 2nd, 1991 from all entries received on, or before, the contest closing date. Proof of age must be presented by selected entrant(s) before being declared a winner.

Prizes will be delivered within a reasonable time thereafter to the winner(s) by an independent delivery service selected by Labatt Breweries. The odds of winning the Grand or a

Weekly prize will depend upon the number of eligible entries received.

3. This contest is open to registered students of this university/college (depending on the place of entry and eligibility) who are of legal age in Ontario to purchase alcohol beverage products and are not an employee of Labatt's, its advertising and promotional agencies, liquor licensed establishments or a resident of Quebec.

4. Labatt Breweries reserves the right to revise or cancel this promotion at any time. Contest is subject to all applicable Federal, Provincial and Municipal Laws. Entries must be received by 5:00 pm October 28th, 1991. Prize may not be exactly as shown or displayed.

See ballot box location for complete rules and regulations.

BALLOT BOX LOCATION:

INFO CENTRE IN
YORK STUDENT
CENTRE BUILDING