



**FAQ**  
**\$1,000 a year for 10 years PRESENTED BY VACHON®**

**1. How do I enter the Vachon® “\$1,000 a year for 10 years” contest?**

To enter:

1. Obtain a unique entry code by purchasing an eligible Vachon product or by handwriting a 200-word letter to us.
2. Visit [www.happy-vachon.com](http://www.happy-vachon.com) and click on “Enter the Contest.”
3. Fill out the required information on the entry form.
4. Check “I am not a robot.”
5. Check the box to indicate you have read and agree to all the contest rules and regulations.

Click on the “Count me in” button to move to the next page.

You will then be asked to enter your unique code or take a picture of it to find out if it’s a winner by clicking on the “Verify” button

If your entry is not a winner: A message will appear on the screen to let you know.

If your entry is a winner: A message will appear to tell you what your prize is and how to collect it!

Next, you will be able to enter the bonus game for a chance to win a discount coupon or another unique entry code to enter the contest again!

**2. Do I have to purchase an eligible Vachon® product to enter?**

You do not have to purchase a Vachon® product to enter. See the contest rules [[www.joyeux-vachon.com/rules.pdf](http://www.joyeux-vachon.com/rules.pdf)] for more information on how to enter without purchase.

You can also win a discount coupon or a unique entry code instantly by playing the bonus game, which does not require an entry code.

However, if you purchase an eligible Vachon® product, you can use the unique entry code to win an instant prize such as one of 1,000 Vachon® items or a discount coupon.

Once you have collected five unique codes, you are entered to win the grand prize: \$1,000 a year for 10 years! The more codes you collect after the minimum of five, the more chances you have to win!



### 3. Do I have to purchase a product to enter the gift bonus game?

No. You do not have to purchase anything to enter the bonus game. However, you must create an account.

### 4. Who can enter the contest?

The contest is open to people who have reached the age of majority in their province or territory of residence.

Age of majority: <b>18</b>	Age of majority: <b>19</b>
Alberta, Manitoba, Ontario, Quebec, Prince Edward Island, Saskatchewan	British Columbia, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Nunavut, Yukon

### 5. Can I enter if I don't reside in Canada?

Unfortunately, the "\$1,000 a year for 10 years" contest is only open to people who reside in Canada.

### 6. How many times can I enter the contest?

Each person can only enter one (1) time and must use a unique email address to do so.

### 7. What is a unique entry code?

A unique entry code is a sequence of ten (10) characters found on the sticker on eligible Vachon® products.

### 8. Where can I find a unique entry code and how do I use it to enter?

#### *Unique entry code*

Obtain a unique entry code by purchasing an Ah caramel!® — Original box of 12 cakes, a Jos Louis® — Original box of 6 cakes, an Apple Raspberry Passion Flakie® box of 6 cakes, a May West® — Original box of 6 cakes, a box of Vanilla ½ Moon® cakes, or a Vanilla Swiss Rolls® — Original box of 12 cakes.

You will find a unique ten-character (10) entry code on the inside flap of the sticker attached to eligible products.

You can also win a unique entry code by playing the bonus game.



*How do I use the unique entry code to enter?*

Once you have completed the entry form, you will be asked to enter your unique entry code or take a picture of it. Once you have entered the code, simply click on the “Verify” button.

**9. I can't find a unique ten-character (10) entry code on my product. What should I do?**

Make sure that the product is specifically identified as one of the eligible products in the list below:

Products	Quantity of cake	Weight	UPC
Ah caramel! — The Original	12 cakes	336 g	0-60737-05301-4
Jos Louis — The Original	6 cakes	324 g	0-60737-05600-8
Apple Raspberry Passion Flakie	6 cakes	305 g	0-60737-05211-6
Vanilla ½ Moon	6 cakes	282 g	0-60737-05132-4
May West — The Original	6 cakes	324 g	0-60737-05404-2
Swiss Rolls — The Original	12 cakes	320 g	0-60737-05006-8

The unique entry code is located inside a specially identified promotional sticker that is attached to eligible products only.

**10. What do I get for each unique nine (9) and ten (10) character entry code?**

Each unique entry code gives you one (1) chance to win an instant prize on the contest website.

Once you have collected five (5) unique codes, you get one (1) chance to win the grand prize.

After you have entered the minimum number of codes, you get an additional chance for each code you enter. For example: 6 codes = 2 chances, 7 codes = 3 chances, 8 codes = 4, etc.

**11. Can I win more than once?**

You can win once in the unique code game and once in the bonus game.

However, you can get several chances to win the grand prize by collecting five or more codes.



## **12. Is there a limit to the amount of times I can enter?**

Yes. There is a limit of five codes per day for the unique code game.

There is also a limit of one gift draw per week for the bonus game.

## **13. When can I play the unique code game and the bonus game again?**

You can play the unique code game again the next day starting at 12 a.m. (EST).

You will be able to play the bonus game again one week after your last entry.

## **14. What do I do if I win a prize?**

1. Discount coupons for \$0.50, \$0.75, \$1, and \$2 off, 2 for 1 coupons, and unique entry codes will be sent to winners by email using a secure hyperlink.

Make sure your device and printer are properly connected when you print your coupon, because you will only be able to access the webpage containing the coupon 4 times. The same coupon can only be printed once.

2. Vachon® items will be mailed to the winners within 4 to 6 weeks of selecting the winning entry for the prize at the mailing address they provided when they entered the contest.
3. The grand prize—\$1,000 a year for 10 years—will be awarded as a cheque or bank transfer. However, in order for you to be declared a winner and receive the prize, the contest organizers must reach you by phone within 10 business days of the draw.
  - a. You must complete and sign the Release Form that the contest organizers will email to you, which states that you have complied with all the conditions set out in these rules. You must return the form to the contest organizers within 10 business days of receiving it.
  - b. You must correctly answer the mathematical skill-testing question on the Release Form.
  - c. Upon request and in a timely manner, you must provide photo identification.

## **15. What do I do if the unique code I entered doesn't work?**

1. Make sure you have correctly entered the unique nine (9) or ten (10) character code (PIN), without spaces or dashes.



2. If it still doesn't work, send us an email via <http://vachon.com/en/contact-us/> and include the unique entry code so we can look into the issue and find a solution.

**16. Can I use a unique entry code more than once?**

No. Unique entry codes may only be used once.

**17. What conditions apply to the coupons?**

1. Coupons must be printed by the entrant and presented at checkout.
2. They cannot be refunded or exchanged for their cash value.
3. In case of printing issues, loss, theft, mutilation, alteration or unauthorized use, coupons will not be reimbursed or replaced.
4. Coupons may not be reproduced.
5. Printable coupons can only be printed once.
6. They cannot be combined with another offer or promotion.
7. Coupons are subject to all other applicable restrictions and conditions appearing thereon or that may be communicated by the contest organizers.

**18. Can I enter more than once per day using different email addresses?**

You must use only one email address if you have more than one, otherwise you may be disqualified.

**19. When does the contest end?**

The contest ends on August 15, 2019, at 11:59 p.m. (EST).

**20. How many prizes are there to be won?**

A total of eleven thousand one hundred six (11,106) prizes are being offered, for a total retail value of approximately \$35,094.45, as follows:

- \$10,000 grand prize
- Two hundred fifty (250) Vachon® socks with an approximate value of \$15 each
- Two hundred fifty (250) Vachon® pop sockets with an approximate value of \$3 each
- Two hundred fifty (250) Vachon® beach towels with an approximate value of \$20.23 each
- Two hundred fifty (250) Vachon® bags with an approximate value of \$15 each
- Two thousand two hundred (2,200) 2-for-1 coupons for Vachon® products



- One thousand one hundred fifty five (1,155) \$2-off coupons applicable on Vachon® products
- Two thousand (2,000) unique entry codes
- Seven hundred fifty (750) \$1-off coupons applicable on Vachon® products
- One thousand five hundred (1,500) \$0.75-off coupons applicable on Vachon® products
- Two thousand five hundred (2,500) \$0.50-off coupons applicable on Vachon® products

### **21. How do I enter if I don't have a personal email address?**

You need a valid email address to enter the contest, so you'll have to create one.

### **22. I'm having trouble accessing your website. What should I do?**

If you do not have the most recent version of your browser, we recommend that you update it and delete all toolbars to see if this solves the problem.

To access our contest website, you must use the following or later versions of these browsers: Chrome (v. 5.0.1), Mozilla Firefox (v. 4.0), Safari (v. 5.0.1 – Mac OS X only), or Internet Explorer (v. 9).

If you're still having trouble:

- Open a session using the Facebook login button and try to access the contest website again.  
or
- Clear your browser's cache (Ctrl + F5) and try to access the contest website again.

If you're still having trouble, send us an email via <http://vachon.com/en/contact-us/> with the following information:

- The name and version of the browser you used to try and access the "\$1,000 a year for 10 years" contest website (<http://vachon.com/en/contact-us/>)
- Your unique nine (9) or ten (10) character alphanumeric entry code so that we can look into the problem
- If you obtained your entry code from a Vachon® product package, include the name of the product and its UPC\*.

\*A UPC is a unique product code located on the back of the product packaging. It's the sequence of numbers below the barcode.

### **23. My coupon won't print. What should I do?**



Make sure your printer is properly plugged in to your computer and the power outlet.

From your browser, click “File” and then “Print.” Once the print box is open, choose to print from the system dialog box. Select Letter (8.5" x 11") as the paper size and click “Print.”

#### **24. What should I do if I have other questions?**

- Review the contest rules for more information.
- If you can't find the answer to your question, send us an email via <http://vachon.com/en/contact-us/>.
- Include your question, the product name, promotion name, and unique nine (9) or ten (10) character entry code.

#### **25. How can I contact you?**

1. If you have any questions or comments about the website or the “\$1,000 a year for 10 years” contest, you can write to us via <http://vachon.com/en/contact-us/>.
2. If you have any questions or comments about the Vachon® brand or the Ah Caramel!®, Jos Louis®, May West®, Apple Raspberry Passion Flakie®, ½ Moon® or Swiss Roll® products, write to us via [www.vachon.com/en/contact-us/](http://www.vachon.com/en/contact-us/).

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