



**Promotion Administrator (AKA: “Sponsor”):** Finger Lakes Gaming & Racetrack / Finger Lakes Racing Association: P.O. Box 25250, Farmington, NY 14425. Finger Lakes Gaming & Racetrack is responsible for overseeing the awarding of all offers, gifts, or prizes pertaining to this promotion and whose decisions will be considered final in regard to all matters related to this promotion. Pepsi Co is a promotional partner (together Pepsi and Finger Lakes Gaming & Racetrack/ Finger Lakes Racing Association are the “Promotion Entities”). For first name and city of residence of winners (if applicable), send Self Addressed Stamped Envelope within 30 days of promotion to: Contest Winner Confirmation, P.O. Box 25250, Farmington, NY 14425. Please specify promotion name and date.

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### **REEL LUCKY DRAWINGS** **Official Rules**

- 1. Eligibility:** Valid photo ID required. This promotion is open to members of the Sponsor's Lucky North Rewards and who are 18 years old or older and abide by the rules and regulations of the Lucky North Rewards (Must be 21 to compete in the Southland Casino Hotel Grand Finale). Employees of Sponsor; its subsidiaries and affiliates; people key licensed or employed by the New York State Gaming Commission; vendors directly associated with this promotion, their subsidiaries, affiliates and agencies; and any immediate family members residing in the same household of any of the foregoing individuals are ineligible to participate in the program. Any licensee, registrant, contractor, subcontractor, consultant, officer, or employee of a contractor, subcontractor, licensee, registrant or consultant, that is directly involved in the operation or observation of NY State video gaming or NY State video gaming promotions, or the processing of NY State video gaming prize claims or payments is ineligible to participate in the promotion. All federal, state and local rules and regulations apply. Void where prohibited or restricted by law.
- 2. Limit of Entry:** By participating in this promotion, participants agree to abide by all terms of these official rules. Sponsor, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents are not responsible for any late, lost, incorrect, misdirected, or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online system, computer equipment, servers, providers, software or satellite transmission, including any injury or damage to participant or any other person relating to or resulting from participation in this promotion. Furthermore, neither Sponsor nor any of the aforementioned are responsible for theft, tampering, destruction, or unauthorized access to, or alteration of applications; data processing that is processed late, incorrectly or is incomplete or lost due to computer or electronic malfunction; printing or other errors; or any combination thereof. False and/or deceptive entries or acts shall render participants ineligible. Promotional materials that have been tampered with or altered are void.
- 3. Promotional Period:** August 8, 2025
- 4. Method of Entry:** From 8am through 8:25pm during the promotional period, Lucky North Rewards members may print a maximum of one entry ticket from any Finger Lakes video gaming machine. Members may deposit their ticket into the prize barrel before 8:30pm on August 8, 2025. Winners do not need to be present the time of the drawing to receive the full prize but must activate their barrel entry by playing any Video Gaming Machine with their own Lucky North Rewards card between 8am and 8:30pm on the drawing date.

## 5. Offer / Prizes:

Prize Drawing: Will take place at approximately 8:30 p.m. on Saturday, August 8, 2025. Three winners will be selected from the barrel, to win prizes as indicated below in order of their selection.

- First: Reel Lucky Trip package, including Berth in the Pepsi Reel Lucky Tournament\*, airfare to the Tournament (approximate value \$1,000) and a two-night hotel stay at Southland Casino Hotel for the winner and a guest. Plus, 5 cases of Pepsi soda.

\*Finalist winners will be offered a spot in the Grand Finale Pepsi Reel Lucky Tournament at Southland Casino Hotel in West Memphis, Arkansas where they will be one of 32 total finalists to compete for a chance to win a share of \$50,000 in cash and prizes, taking place September 26 and September 27, 2025. Trip winner must accept prize in its entirety within 48 hours of announcement of winner or the prize will be offered to an alternate winner.

- Second: \$500 Free Play. Plus, 5 cases of Pepsi soda.
- Third: \$250 Free Play. Plus, 5 cases of Pepsi soda.

No duplicates, reproductions, or facsimiles will be accepted. Sponsor reserves the right to delay drawing selections and promotion engagement due to certain unforeseeable issues, until such time as the promotion may proceed.

## 6. Drawing Method: Prize Drawing: Barrel Drawings

7. **Restrictions:** Members must place their entry tickets in the barrel. Any entry ticket placed incorrectly in a non-corresponding barrel, will not be considered valid if drawn. Entries are valid only for the drawing on the date they are printed.

Limit one Reel Lucky Trip prize per member across all associated Reel Lucky promotional drawings taking place at Finger Lakes Gaming and Racetrack in the month of August 2025. There is no cash alternative for any prizing related to this promotion. If winner refuses the prize or does not accept the prize within 48 hours of initial winner's announcement, they will forfeit the entire prize package.

Age restriction at Southland Casino Hotel is 21 or older. Subsequently, members who are ages 18-20 as of the Southland Casino Hotel event may participate in the drawings but are ineligible to be chosen as winners of the trip package.

Announcements pertaining to this promotion are intended to be heard only on the gaming floor. FLGR is not responsible for guests who fail to hear any announcement and/or fail to report within the time allotted.

## 8. Definitions:

Entry Activation: Winners do not need to be present at the drawing time but members must activate their barrel entry with card-in play using their own Lucky North card on the same day as the drawing and prior to the drawing time.

Prize Claiming Deadline: Reel Lucky Trip package winners must sign prize paperwork (and agree to compete in the grand finale) within 48 hours of initial winner's

announcement or they will forfeit the prize and an alternate winner will be offered the prize. Process continues until a winner is verified.

- 9. Acceptance:** Valid identification must be presented, or PIN number entered, prior to receiving any offer, gift, or prize related to this promotion. Winners of prizes are subject to all restrictions, expiration dates and liabilities appearing in these rules. Winners may be subject to verification to ensure compliance with these official rules prior to receiving any prize related to this promotion. Any violation of these official rules may result in prize being withdrawn or void. Winners may be required to complete, execute and return an Affidavit of Eligibility/ Release of Liability, a Publicity Release, and a completed IRS W-9 form prior to receipt of a prize. Failure to return all required documents may result in the winner being disqualified and an alternate winner being selected. No substitution for any offer, gift, or prize relating to this promotion will be permitted unless otherwise stated in these official rules. If necessary due to unavailability, an item of equal or greater value may be awarded at the discretion of the Sponsor. Any offers, gifts, or prizes relating to this promotion are non-transferable, assignable or redeemable for cash, unless otherwise stated. Participation in this promotion constitutes permission for Sponsor to use the participant's name, photograph, likeness, statements, biographical information, voice and residence address (city and state), in all forms of media, in perpetuity, without notice or compensation.
- 10. Terms or Conditions:** Promotion does not apply to any racing wagering activity tracked through use of a Lucky North Rewards or otherwise. In drawings where multiple winners are selected (including alternates chosen in case of disqualification), final prize positioning shall be based on the order drawn. No duplicates, reproductions or facsimiles will be accepted. Sponsor reserves the right to delay promotion engagement (including drawings) due to unforeseeable issues, until such time as the promotion may proceed. In drawings where prize awards are dependent upon the winner being present within a specific time frame, the "present" time period shall begin from the initial winner announcement. Participants also agree to release, discharge, indemnify and hold harmless the Sponsor, vendors associated with this promotion, and the respective officers and employees of these entities, including PepsiCo, Inc., Pepsi-Cola Company and its bottlers, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, or participation in this promotion. Any person attempting to defraud or in any way tamper with the promotion mechanics and/or implementation will be declared ineligible and may be prosecuted to the full extent of the law. Sponsor reserves the right to make changes in the rules of this promotion, facilitate manually, or cancel all or any part of it and not award any offer, gift, or prize for any reason at any time without prior notice. By participating, guests agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity in the promotion or these Official Rules. This promotion is subject to all applicable federal, state and local laws.
- 11. Additional Restrictions and/or Permissions:** In the event that a designated winner of an offer, gift, or prize is on premises, but does not have proper identification to claim a prize, Sponsor reserves the right, at its discretion, to allow the winner a maximum of up to 24 hours (from the time claim is made) to leave the premises to obtain proper identification with which to claim the prize, provided a live "still shot" photo of the prize winner is secured and verified by the Sponsor's Surveillance Department prior to the prize winner's leaving the premises. Upon return to Sponsor's Venue, the identification photo of the designated recipient must first be verified against the "still shot" photo before the offer, gift or prize can be awarded. Should the prospective winner be unable to return to Sponsor's Venue with proper identification within 24 hours, the offer, gift or prize, shall be forfeited, unless management approves an extension of time due to extenuating circumstances.

**12. Copyright:** Sponsor claims a copyright in this promotion and all accompanying materials. No portion of this promotion or the accompanying materials may be duplicated, manipulated or redistributed in any form. Violators of this copyright are subject to prosecution.