



Shop Local Contest - December 2025 Complete Official Rules & Regulations

How to enter

This contest will run on Facebook

1. Mention the name of a local business on the City's Shop Local Contest Facebook post for one (1) entry.
 - a. Mentions can only be made on Facebook.
 - b. Only one business can be mentioned per entry.
2. Submit a selfie of yourself outside a local business for three (3) entries.
 - a. Selfie must be submitted through the form on edmonton.ca/ShopLocal
 - b. Photos must be clear and the business must be clearly identifiable.
 - c. Only one business can be tagged per selfie.
3. Leave a review for a local business for five (5) entries.
 - a. The link to your review must be submitted through the form on edmonton.ca/ShopLocal
 - b. Only one business can be tagged per review.

Please note, there is no charge or purchase required to enter the contest. Unlimited entries per person are allowed during the contest dates. Any contest entries on social media must be clearly disclosed by using the hashtag #ShopLocalContest

Entrants agree to abide by the terms of these contest rules and by the decisions of the contest judge, which are final and binding on all matters pertaining to this contest. By entering, entrants hereby release and hold harmless Facebook and the City of Edmonton, its subsidiaries, affiliates, directors, officers, employees, insurers, and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this contest or prize won. The City of Edmonton is also not responsible for any technical problem that may result in incorrect or missing/lost entries to the contest.

Note: this contest is not sponsored, endorsed, administered by, or associated with Facebook.

The prizes

There is one (1) gift card available to be won. The gift card will be valued at \$100 and be eligible for the one business mentioned in the winning submission. The winner will be drawn at random. The prize must be accepted as awarded. The prize is not convertible to cash.

Contest time period

Contest begins at 12 a.m. MDT on Thursday, December 4, 2025, and ends 11:59 p.m. MDT on Sunday, December 14, 2025.

How is a winner chosen?

Eligible contestants who enter the “Shop Local” contest during the time period listed under “Contest time period” will be included in a randomized draw. Only those eligible contestants who enter the contest during the time period will be included in the draw. **The winner will be randomly drawn from the eligible entries on Monday, December 15, 2025.**

The winner will be contacted via the social media account or email they used to submit their entry to the contest. Return of any prize notification as undeliverable or failure of the prize winner to respond to the prize notification within four (4) working days of notification of selection will result in disqualification and selection of an alternate winner.

The winner must schedule a date and time for the prize to be given within five (5) working days of being notified of winning. The prize must be claimed by the actual winner with proof of identification. Non-compliance within this time period may result in disqualification and selection of an alternate winner.

Eligibility

In order to claim the prize, the winner must:

1. Be 18 years of age or over
2. Be a resident of the city of Edmonton, with an Edmonton area address on your ID
3. Have government-issued ID
4. Correctly answer a mathematical skill-testing question
5. Sign a model release form, which includes a release of liability of the City and a consent for posting the winner's name and/or photo on the City of Edmonton's social media platforms
6. Not be an employee or direct relative of an employee of the City of Edmonton

Chances of winning

The chances of winning are dependent on the number of entries received during the contest time period.

Protecting Your Personal Information and Contest information

The winning contestant may be asked to participate in promotional and/or media activities. As a result, the social media username, account name, or handle of the winning contestant may be

disclosed to and used by local news media, on www.edmonton.ca and other official City of Edmonton publications without further notice.

Personal Information collected as part of this contest is being collected for the purpose of Shop Local Contest - December 2025 and will be used to administer the contest. Collection is authorized under section 4(c) of the Protection of Privacy Act (POPA) and is managed and protected in accordance with that Act. The City intends to input the information into an automated system to generate content or make decisions, recommendations or predictions in accordance with the City of Edmonton Generative AI Standard (see Council Policies, Standards section). If you have any questions about the collection, you may contact Nolan Carter, Program Lead, at nolan.carter@edmonton.ca or the City of Edmonton Corporate Access and Privacy Office at accessandprivacy@edmonton.ca.