

Arts District - Business Tag Contest 2026
Complete Official Rules & Regulations

How to enter

This contest will run on Instagram

1. Tag a local business on the City's Arts District - Business Tag Contest Instagram post.
 - a. Tags can only be made on Instagram.
 - b. Only one arts-related business can be tagged per entry.
 - c. Business tagged must be located in the Arts District within the City of Edmonton, as set out in the map on artsdistrictveg.ca.
 - d. Unlimited entries per person are allowed during the contest dates.
 - e. There is no charge or purchase required to enter the contest.

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 Instagram 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 Instagram.

The prizes

There are five (5) gift cards available to be won. The gift cards will be valued at \$50 each and will be from one of the three Arts Districts organizations: Winspear Centre, Art Gallery of Alberta, and The Citadel Theatre, as profiled on its [website](#). The winners 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 Friday, March 13, 2026, and ends 11:59 p.m. MDT on Thursday, March 19, 2026.

How is a winner chosen?

Eligible contestants who enter the “Arts District” 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 winners will be randomly drawn from the eligible entries on Friday, March 20, 2026.**

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

The winners 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 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 contestants 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 Arts District - Business Tag Contest 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 Jenny Baker, Manager, Downtown Economy, at jenny.baker@edmonton.ca or the City of Edmonton Corporate Access and Privacy Office at accessandprivacy@edmonton.ca.