



The burning issue of Quebec's exclusion from North American contests

FocusStor, June 18, 2005

URL: <http://www.pr9.net/ent/entertainment/1819june.html>

Void in Puerto Rico, Quebec and New York. This legal small print appears on all almost 90% of North American sweepstakes and contests. Big corporations like Pepsi, Best Buy or MGM are constantly using contests and sweepstakes as a marketing strategy to promote their products nationally in the US and Canada. However, the French province of Quebec with almost one third of the population of Canada is often not included in any contests.

PR9.NET June 18, 2005 - Montreal, Canada - Indeed, it has to do with charity and contest laws in the province of Quebec. When planning national contests, companies are confronted with a unique set of rules and regulations in order to include Quebec. The Regie des Loteries et Courses du Quebec requires long preparation times and fees for approval. As a result a great number of national contests promoted by national brands exclude the province of Quebec. To shed some light on the issue, we have contacted the government agency responsible for slot machines, horse races, lotteries, sweepstakes and contests in Quebec. The following is a list of required steps in order to accomplish the impossible, get a sweepstakes approved in this unique Canadian province. The rules of a publicity contest must be accessible to the public and must include as a minimum:

- The conditions for entering the contest
- The places where the public must deposit or send the contest entry forms
- The deadline for entering the contest
- A description of the method of awarding the prizes
- The place, date and time the prizewinner will be named
- The media used to inform the winners of the prizes won
- The place, date and deadline for claiming prizes, or where applicable, whether the prizes will be delivered to the winner
- The information about how a jury will select the winners
- The nature of the skill-testing requirement that a winner has to satisfy in order to claim his prize
- A person for whom a publicity contest is carried on shall furnish security to the board where:
 - 1)He has a head office or place of business in Quebec declared in accordance with the laws of Quebec
 - 2)He has not been convicted of an offence against the Act or these Rules in that year precede the date of the launching of the publicity contest
 - 3)That the value of a prize offered to Quebec residents is more than \$ 100

It is recommended for companies wishing to offer contests and sweepstakes in Quebec to contact the Regie des Loteries et Courses du Quebec by visiting their website at www.racj.gouv.qc.ca

Meanwhile, until Quebec loosens its rules and regulations, a good site to enter contests valid and legal in Quebec is Quebec Concours located at: www.quebecconcours.com

There, you will find an extensive list of games, contests, sweepstakes, lotteries and surveys that pay participants. The site is a free resource for all Quebecois residents.

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