

KEY FOOD
2021 "Big Game Blitz" Sweepstakes
Official Rules
12/7/20 – Draft #2

NO PURCHASE NECESSARY TO ENTER OR WIN. Purchase will not increase chances of winning. Void where prohibited or restricted by law.

NO PURCHASE NECESSARY. How to enter: Beginning at 12:01AM on 1/8/21 through 11:59PM on 1/21/21, each time a Kraft/Heinz, Smuckers, Urban Meadow or Kellogg's product designated with a Key Food Big Game Blitz logo on the shelf or in the circular is purchased at any participating Key Food location and a customer loyalty card is presented, the registered Key Food customer loyalty cardholder will be automatically entered. To enter without purchase, hand print your name, address, city, state, zip code, daytime phone number and birth date on a 3" X 5" piece of paper and mail to: Key Food "Big Game Blitz" Sweepstakes, P. O. Box 883, Southport, CT 06890. All entries must be postmarked by 1/21/21 and received by 1/25/21. Each mailed entry must be mailed separately, and all entries become the property of Sponsor. Consumers may sign up for customer loyalty card at any participating Key Food, Key Food Marketplace, The Food Emporium, Food Dynasty, Key Fresh & Natural, Food Universe, SuperFresh, Milford Farms, Holiday Farms, Urban Market, 55 Fulton Market, Vitelio's Marketplace, Locust Valley Market, Manor Market, Global, Fresh & Save Marketplace, Ernest Klein, Gala Fresh or Food World store and each of their respective affiliates. No purchase is required.

DRAWING. Winners will be selected in random drawing on or about 1/25/21 from among all eligible entries received. Winner will be notified by telephone or mail. If winner cannot be located or fails to claim prize (including returning signed prize claim documents required under Rule 3) within seven (7) days after delivery or attempted delivery of notification, prize will be forfeited and may be awarded to an alternate winner. Upon forfeiture, no compensation will be given.

PRIZE/ODDS. Five (5) Grand Prizes: Prize consists of \$100 Key Food Gift Cards. Total Value: \$500. Total Prize Package Value: \$500. All taxes and expenses not specifically listed in the prize description are the sole responsibility of the winner. Odds of winning depend upon number of entries received. Winners may be required to sign and return an Affidavit of Eligibility and Liability and Publicity Release, where permitted. If winner is a minor under applicable state law, prize claim documents must be signed by parent or guardian.

ELIGIBILITY. Sweepstakes begins 1/8/20 and ends 1/21/21. Open only to legal residents of Florida, New York, Connecticut, New Jersey and Pennsylvania 18 years or older at the time of entry. Employees, directors and officers of Kraft/Heinz, Smuckers, Urban Meadow, Kellogg's, Key Food, Key Food Marketplace, The Food Emporium, Food Dynasty, Key Fresh & Natural, Food Universe, SuperFresh, Milford Farms, Holiday Farms, Urban Market, 55 Fulton Market, Vitelio's Marketplace, Locust Valley Market, Manor Market, Global, Fresh & Save Marketplace, Ernest Klein, Gala Fresh, Food World and each of their respective affiliates, advertising and promotion agencies and persons living in the same households of such individuals are not eligible. By submitting an entry and accepting any prize, winner agrees to allow use of his or her name, biography,

voice, video and/or photograph for advertising in this or similar promotions without compensation unless prohibited by law. Subject to all applicable laws.

GENERAL. No cash substitutions of prize will be permitted, and prize is non-refundable and non-transferable except at sole discretion of Sponsor. Sponsor reserves the right to substitute a prize of equal or greater value. By entering sweepstakes, participants fully and unconditionally accept and agree to these rules and the decisions of the Sponsor, which shall be final. Failure to comply with these rules will result in disqualification. No responsibility is assumed for lost, stolen, misdirected or late mail. By acceptance of any prize, the winner agrees to release and indemnify and hold Kraft Heinz, Smuckers, Urban Meadow, Kellogg's, Key Food, Key Food Marketplace, The Food Emporium, Food Dynasty, Key Fresh & Natural, Food Universe, SuperFresh Milford Farms, Holiday Farms, Urban Market, 55 Fulton Market, Olive Tree Marketplace, Vitelio's Marketplace, Locust Valley Market, Manor Market, Global, Fresh & Save Marketplace, Ernest Klein, Gala Fresh, Food World and each of their parent companies, affiliates, agencies, and their respective officers, directors, agents and employees harmless from any liability in connection with the sweepstakes including, without limitation, any injuries, damages or losses of any kind, whether to person or property, including death, arising out of or resulting from, whether directly or indirectly, the acceptance, enjoyment, use or misuse of any prize.

Sweepstakes materials and entries void if incomplete, illegible, or contain errors. For list of winners, available after January 25, 2021, send a self-addressed, stamped envelope to: Winner List, Key Food "Big Game Blitz" Sweepstakes, P. O. Box 933, Southport, CT 06890.

Sponsor: Key Food Stores Co-op Matawan, NJ 07747