



"LEGO® Discovery Center Boston Bricktastic Field Trip Contest"

CONTEST RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

BY ENTERING YOU AGREE TO THE FOLLOWING RULES:

1. Sponsor

The Contest is being conducted by LEGO® Discovery Center Boston, LLC, a Delaware limited liability company d/b/a LEGO® Discovery Center Boston (the "Sponsor"), located at 598 Assembly Row, Somerville, MA 02145 (a member of the Merlin Entertainments Group (Merlin)).

2. Eligibility

The "LEGO® Discovery Center Boston & Bricktastic Field Trip Contest" (the "Contest") is open to legal residents of forty-nine (49) United States (Residents of Rhode Island are not eligible to participate) and the District of Columbia who are at least eighteen (18) years old at the time of entry. Individuals who are or were employees of Sponsor, or its affiliates, manufacturers, sales representatives, subsidiaries or parent companies, advertising/sales promotion agencies, or judging organizations since January 1, 2022 as well as the immediate family (spouse, parents, siblings, and children) and/or those living in the same household of each are not eligible. The Contest is subject to federal, state, and local laws and regulations. Void where prohibited.

3. Agreement to Official Rules

Participation in the Contest constitutes Entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and

binding. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

4. Contest Entry Period

The Contest Entry Period begins on 9/21/2023 and ends on 10/6/2023 at 11:59 PM (the "Contest Entry Period"). Entries that are submitted before or after the Contest Entry Period will be disqualified. Entries will be accepted only for the duration of the Contest Entry Period.

5. How to Enter

The following rules apply to all entries:

Duplicate or multiple entries from an Entrant will automatically disqualify them from the Contest.

Any eligible individual can nominate one 3rd, 4th or 5th grade class at a public or private school located in MA, NH, CT, ME or VT for a chance to win free tickets for the entire class (up to 30 students and 4 chaperones) to LEGO Discovery Center Boston at 598 Assembly Row, Somerville, MA 02145 on a mutually agreed weekday in a non-holiday week on or before December 15, 2023.

Entrants should EMAIL Boston@legodiscoverycenter.com and list the subject line **Bricktastic Fieldtrip Contest**.

The entry should write a compelling reason of why the nominated class should be chosen to experience the brand new LEGO Discovery Center Boston attraction in 300 words or less.

Entries can include up to 2 (two) digital photos.

Entry must include school name, grade, teacher's name, city/town.

Entries must not exceed 300 words and can include up to 2 digital photos.

Limit one (1) entry per individual but multiple individuals can nominate the same class.

Entries submitted in excess of the stated limitation will be void.

All Entrants hereby agree that their Entry will be an original previously unpublished work and original previously unpublished images, that the Entrant has obtained the consent of any persons (including the consent of the parent or legal guardian of persons under the age of 14) in the image who are identifiable, and that upon submission of their Entry, Sponsor shall have an unlimited and irrevocable right to publish in any media whatsoever the Entry and any Images and use them, the Entrant's name and likeness for any lawful purpose, including promotional purposes, all in perpetuity without further compensation.

By entering the Contest, each Entrant (on behalf of him/herself and his/her minor child/children as appropriate) also releases, Sponsor, and each of their affiliates, representatives, subsidiaries or parent companies from all liability arising from his/her entry in the Contest and, if the winner, utilization of the prize, and agrees to sign any additional documentation which Sponsor may reasonably request addressing this or any other Contest rules. Sponsor reserves the right to request from any Entrant additional documentation it reasonably believes is necessary to validate any entry or award any prize.

Sponsor will not be responsible for incomplete, lost, late, post-due, misdirected, copied, transferred, illegible entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. Any questions regarding the number of entries submitted or the owner of an email account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest.

6. Selection of Prize Winner

On or about October 6, 2023, the Sponsor will select one (1) Prize winner based on the following criteria: Love of LEGO® Bricks, desire or expression of Learning through Play and a unique story from all eligible Contest Entries received within the Contest Entry Period. The winner selection process will be conducted as follows: Step 1) A panel of Sponsor's employees will select one (1) winning Entry. Step 2) The Sponsor will verify compliance with the Rules and eligibility to win. Step 3) If the selected Entry is disqualified, steps 1 and 2 will be repeated until a winners is determined and qualified. By participating, Entrants agree to be bound by the Official Rules and the decisions of the judges, which shall be final and binding in all respects. Odds of winning a Contest prize depend on the number of eligible Contest Entries received during the Contest Entry Period.

7. Winner Notification

The Sponsor will attempt to contact and notify the potential winners via email, on or about October 6, 2023. If the potential winner cannot be contacted within five (5) days after the date of the first attempt to contact him/her, the Sponsor may select an alternate winner in his/her place from the remaining non-winning, eligible entries.

Each potential Prize winner will be required to complete, electronically sign, and submit a *Certificate of Eligibility* within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted or fails to submit the

Certificate of Eligibility within the required time period (if applicable), potential winner forfeits prize. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner from among all remaining eligible entries.

8. Prizes

One (1) Prize will be awarded as detailed below:

The Class nominated in the winning Entry will be provided:

Free tickets for up to 30 students and 4 chaperones to LEGO Discovery Center Boston at 598 Assembly Row, Somerville, MA 02145 on a mutually agreed weekday in a non-holiday week on or before December 15, 2023.

Prior to using the admission tickets the adult chaperones (over the age of 18) must show a government issued photo ID and complete and execute a Liability/Publicity Release. [A parent or legal guardian must complete and execute a Liability/Publicity Release on behalf of all guests under the age of 18.

Airfare or any other transportation and incidentals are not provided.

The Approximate Retail Value ("ARV") of the Prize package is less than \$500.00 USD.

The ARV of all Contest prizes is less than \$500.00 USD.

9. General Conditions

In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other technical problem, or in the event the Contest is unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, the Sponsor may, in its sole discretion, either (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules or (b) terminate the Contest and, in the event of termination, award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages (including attorney's fees) and any other

remedies from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

10. Release and Limitations of Liability

By participating in the Contest, Entrants agree to release and hold harmless the Sponsor, and its parents, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Contest, and each of their respective officers, directors, employees, shareholders, representatives, and agents (the Released Parties) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the prize (including any travel or activity related thereto), including, but not limited to: (a) any technical errors associated with the Contest, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone, cellular tower or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Contest; (c) mechanical, network, electronic, computer, human, printing or typographical errors; (d) application downloads, (e) any other errors or problems in connection with the Contest, including, without limitation, errors that may occur in the administration of the Contest, the announcement of the winner, the incorrect downloading of the application, the processing of entries application downloads or in any Contest-related materials; or (f) injury, death, losses or damages of any kind, to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrants' participation in the Contest or acceptance, receipt or misuse of the prize (including any travel or activity related thereto). Entrant further agrees that in any cause of action, the Released Parties liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Entrant be entitled to receive attorney's fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Entrant acknowledges that the promotion is in no way sponsored, endorsed, or administered by, or associated with Instagram.

Participation in the Contest constitutes permission (except where prohibited by law) to use each Winner's name, likeness, biographical information, photographs, and any statements or remarks made about winning or participating in the Contest for advertising and promotional purposes (in any medium) without additional compensation. Entrants

acknowledge and agree that Sponsor may share any and all information collected through the Contest from time to time with their subsidiaries, parent companies, or other affiliated companies. Sponsor may verify that the Winners are qualified.

11. Disputes

Except where prohibited, each Entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Massachusetts. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Massachusetts, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Massachusetts.

12. Privacy

Information collected from Entrants is subject to Sponsor's privacy policy:

<https://www.legodiscoverycenter.com/boston/security-privacy/privacy-policy/>

13. Rules and Winner List

To obtain a complete copy of the official Rules and Regulations or the names of the Winners send a self-addressed, stamped envelope to:

LEGO® Discovery Center Boston

598 Assembly Row

Somerville, MA 02145

Please specify whether you want a copy of the Rules and Regulations or the names of the Winner.