

Prize:

Downtown Yonge wants to make your winter season is off to a great start, that's why we are giving away a prize for one lucky winner who uses the hashtag #Illuminite18.

- Prize - \$50 Shop Card to the CF Toronto Eaton Centre and two tickets to see The Play That Goes Wrong at the Ed Mirvish Theatre

How to enter:**SHARE EVENT PAGE**

All contestants must have a valid Twitter, Instagram and or Facebook account. Using Twitter, Instagram and/or Facebook contestants must share our Illuminite Facebook event page happening at Yonge-Dundas Square on November 17th using the hashtag #Illuminite18.

PHOTO CONTEST

All contestants must have a valid Twitter, Instagram and or Facebook account. Using Twitter, Instagram and/or Facebook contestants must publicly post an original photo taken at Illuminite happening at Yonge-Dundas Square on November 17th using the hashtag #Illuminite18. Contestants may post multiple original pictures using the hashtag #Illuminite18 to Twitter, Instagram and Facebook, each post will be considered as one entry.

Rules and Regulations:**CONTEST PERIOD:****SHARE EVENT PAGE**

Contest opens Monday November 5th, at 9:00 a.m. and closes Saturday November 17th at 11:59PM EST

PHOTO CONTEST

Contest opens Saturday November 17th, at 4:00 p.m. and closes Friday November 23rd at 11:59PM EST

ELIGIBILITY: NO PURCHASE NECESSARY The contest is open to all attendees age 18 years and older, or with consent from a parent or guardians if under 18, except employees of Downtown Yonge BIA, and any of the partner companies. This includes their immediate families, cohabitants, agents or contractor. All travel requirements to, from and within Toronto to collect prizing will be the responsibility of the contest winner.

All entries will be put in a draw and a winner will be selected on November 26th by a DYBIA representative. Winner will be announced Monday, November 26th, via our social media channels (Twitter, Facebook). Winner will be given two weeks from the time they are notified to collect prizing from the DYBIA office at 40 Dundas Street West, Toronto. After two weeks has passed another winner will be randomly selected.

GENERAL: The DYBIA reserves the right to adjust any of the dates, timeframes, prizing and/or other contest process laid out in these Contest rules. The DYBIA reserves the right to cancel this contest at any time without prior notice.