



Mijune Pak BC Wine Goals Giveaway
Sponsor BC Wine Institute. Influencer Mijune Pak

How Our Giveaway Works:

The *Mijune Pak BC Wine Goals Giveaway* is sponsored by the BC Wine Institute (Winegrowers BC) and hosted by influencer Mijune Pak. The *Mijune Pak BC Wine Goals Giveaway* is housed on Mijune Pak's Instagram ([@MijunePak](#)) and is subject to the terms and conditions outlined below. Deadline for entry is **11:59 pm PST, Monday, February 15, 2021**. The sponsor BC Wine Institute (Winegrowers BC) is providing the winning prize for the *Mijune Pak BC Wine Goals Giveaway* which is a \$300 (CAN) gift certificate to the winner to be redeemed at a BC Save-On-Food Store that has a BC VQA Wine Store on-premise AND a BC wine picnic basket valued at approx. \$150.

Full *Mijune Pak BC VQA BC Wines Goals Giveaway* Details, Terms & Conditions:

1. Entrants must be a resident of Canada (Quebec residents not eligible).
2. Entrants must be of legal drinking age in British Columbia, 19 years of age or older.
3. The Promotional Prize for winning the *Mijune Pak BC Wine Goals Giveaway* is a \$300 (CAN) gift certificate to a Wines of British Columbia Save-On-Foods Store with a BC VQA Wine Store on-premise. For a list of eligible BC Save-On-Foods Store locations click [HERE](#). The winner will also receive a BC wine picnic basket with an estimated value of \$150.
4. Contest start date announcing the contest is Thursday, January 7, 2021. Contest instructions on how to enter and end date to be communicated on Mijune Pak's Instagram post. Winner will be chosen by Mijune Pak after the contest closes. Deadline for entries is 11:59 pm PST, Monday, February 15, 2021.
5. To enter the *Mijune Pak BC Wine Goals Giveaway*, you must have a legitimate Instagram account and be a resident of Canada.
6. Giveaway entry instructions will be communicated on the Mijune Pak ([@MijunePak](#)) Instagram page and reiterated on *Wines of British Columbia* ([@WineBCdotcom](#)) Instagram page.
7. Each entry will be administered and tracked by Mijune Pak. Please refrain from entering video clips that demonstrate direct drinking or overconsumption of BC wines.
8. The promotion prize will be mailed directly to the winner of the *Mijune Pak BC Wine Goals Giveaway* by the BC Wine Institute (Winegrowers BC). The gift certificate will arrive within 60 days of winner providing a valid mailing address, email address, and phone number.
9. The BC Save-On-Foods gift certificate prize is provided by the BC Wine Institute (Winegrowers BC) and is not transferrable or exchangeable and cannot be redeemed outside of British Columbia or exchanged for money or money's worth. The gift certificate has no expiry date.
10. By entering the Giveaway each entrant unreservedly agrees to the terms and conditions which governs the *Mijune Pak BC Wine Goals Giveaway* and the awarding of the Prize.
11. By entering the *Mijune Pak BC Wine Goals Giveaway* each entrant agrees to release, discharge and hold harmless the Giveaway sponsor, BC Wine Institute (Winegrowers BC),



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- and Mijune Pak, its legal representatives, affiliates, subsidiaries, agencies, and their respective officers, directors, employees, and agents from any damages whatsoever suffered or sustained in connection to the *Mijune Pak BC Wine Goals Giveaway* or prize.
12. The winning entrant shall be solely responsible for any extra taxes levied in relation to the delivery or receipt of the promotional prize.
 13. Giveaway sponsor BC Wine Institute (Winegrowers BC) and partner Mijune Pak reserves the right to alter these Terms and Conditions at any time and in its sole discretion.
 14. The video should be less than five seconds and original to owner. By submitting video, participant can verify they hold all rights to the material. Submissions must not violate any rights of a third party or copyright.
 15. Giveaway submissions must be free of violence, sex, slander, profanity, racism or any other offensive materials. Any submissions deemed offensive will be immediately disqualified by Mijune Pak or the Sponsor BC Wine Institute (Winegrowers BC).
 16. Sponsor (BCWI/Winegrowers BC) and Mijune Pak reserves the right to delete any posts or comments, for any reason. Entries cannot defame, misrepresent or contain disparaging remarks about BC Wine Institute, Wines of British Columbia, or any of its products, or other people, products or companies or communicate messages or images inconsistent with [BCWI social media moderation policies](#) or positive goodwill to which Sponsor (BCWI) associates.
 17. By submitting content to participate in Mijune Pak BC Wine Goals Giveaway, you authorize the right to BC Wine Institute (Winegrowers BC) and/or Mijune Pak to use the content on their official website (www.WineBC.com) and all social media platforms (including but not limited to: Facebook, Instagram or Twitter). Through participating in this giveaway, you give the right to BC Wine Institute (Winegrowers BC) or Mijune Pak to use your content in the marketing or branding content as they see fit.
 18. Entries that are not in accordance with these Official Rules as stated herein will not be ineligible. Entries should not (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote overconsumption of drinking alcohol, underage drinking of alcohol, dangerous drinking, drinking while pregnant, use of illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group (d) or advertise or promote any brand or product of any kind other than Wines of British Columbia and BC wineries or contain any personal identification, such as license plate numbers, personal names, e-mail addresses; (e) contain copyrighted materials owned by others without permission; (f) identify any person, living or dead, without permission; and (g) depict nudity, and cannot itself, be in violation of any law. By submitting an entry you warrant and represent that it: (a) is your original work; (b) has not been previously published; (c) has not received previous awards; (d) does not infringe



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upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity beyond Wines of British Columbia and BC wineries; (e) that publication of the entry via various media including web posting, will not infringe on the rights of any third party beyond Wines of British Columbia.

19. Submissions must be in accordance and sensitive to, illustrating safe COVID-19 best practices as it pertains to the BC Wine Institute (Winegrowers BC) [recommendations](#), WorkSafeBC rules and Provincial Health Officer's current order with regulations and directions. More information [here](#) and [here](#).
20. How To Enter:
 1. Like the contest post @Mijunepak Instagram
 2. Follow [@Mijunepak](#) and [@WineBCdotcom](#) on Instagram
 3. Send [Mijune Pak](#) a clip (less than 5 seconds) of your BC Wine Goals for 2021 via Mijune's Instagram DM.
 4. Share your clip (story or post) and tag Mijune with hashtag #BCWineGoals
21. Selection Process:

Timing and selection process is at the full discretion of Mijune Pak and the Sponsor BC Wine Institute (Winegrowers BC). The announcement of a winner will be made on BCWI social media channels. If the winner does not respond to collect their prize within three days (72 hours), another winner will be chosen.