



Alabama Alcoholic Beverage Control Board

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**FOR IMMEDIATE RELEASE**

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## **ABC Board to Conduct Limited Release Sweepstakes**

Beginning tomorrow morning, August 1, 2019, all Alabamians of legal drinking age, will be given an opportunity through a first-of-its-kind sweepstakes to attend a "limited release event," where they can purchase restricted quantities of highly allocated brands from multiple suppliers. Patrons chosen through this first-ever sweepstakes program will win a specific place in line for the limited-release event. The actual sale will take place on Saturday, August 24, 2019 at ABC Store #72, located at 8739 Eastchase Parkway, in Montgomery, AL. Future sweepstakes are planned for other ABC Stores around the state.

Consumers wishing to participate in the sweepstakes must register by visiting the ABC Board's website at <http://alabcboard.gov/productSweepstakes> and then selecting the particular Limited Release Event drawing from within the list of available Sweepstakes options. The Sweepstakes may also be accessed by clicking the "Product Management" button at the top of the home page, then clicking the "Upcoming Events" button, and then "Limited Release Sweepstakes." Each individual may enter a maximum of one time per Sweepstakes. By submitting an entry for any Limited Release Event drawing, the entrant is conveying his or her intent to accept the position in line at the specific event for which a drawing is taking place.

Online Sweepstakes registration opens at 9:00 a.m. tomorrow morning and will close at 5:00 p.m. on August 20, 2019. Drawings will be conducted on August 21, 2019. All participants will be notified of results via Email on August 21, 2019.

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In order to be eligible to participate in any Sweepstakes conducted by the Alabama ABC Board, registrants must be of legal drinking age. Only current Alabama residents who are at least 21 years of age and have a valid Alabama ID or are active Military stationed in Alabama and can provide proof of residency, are eligible to participate in a Sweepstakes. Persons under the age of 21 are strictly prohibited from participating in any ABC Board Sweepstakes. Alabama ABC Board employees are not eligible to enter the Limited Release Sweepstakes.

The entry period for this and future Sweepstakes will typically be open for a period of 20 days. The applicable entry period for any Sweepstakes will be announced and/or otherwise advertised in stores by the ABC Board in advance of the actual opening of the entry period. The ABC Board reserves the right to delay, modify, or extend the applicable entry period for any Sweepstakes. A random drawing process will be utilized to select the winning entries.

The ABC Board may review each entry prior to the drawing process to confirm the eligibility of the entrant and the entry. The ABC Board may also review all winning entries following their selection to verify the eligibility of the entrant and the entry. The ABC Board reserves the right to make determinations as to ineligible or disqualified entries at any time, and the ABC Board's decisions relative to such matters shall be final and non-appealable.

When an individual consumer's entry is selected, the ABC Board will send an email detailing the awarded position to the email address supplied at the time of entry. Entrants whose entries are not selected during the Sweepstakes (if any) will also be notified via email after the conclusion of the Sweepstakes. Any consumer of legal drinking age that wishes to attend the event and/or would like to stand in a Walk-Up line is welcome to do so. These lines will begin to form on the day of the event no earlier than 8 am. These lines will be on a first come first served basis. All consumer standing in a Walk-Up line will be allowed to enter the event after the last verified Sweepstakes winner has entered.

Products available on the day of the Limited Release Event will be divided into three different groups. The most highly allocated products will be available in Group One. Only one item may be purchased from Group One. A participant may purchase two products from Group Two. Those two products must be different products. There will be a limit of two bottles of each product available in Group Three.

For more information on this and future limited release sweepstakes, please visit the Alabama ABC Board's website at <http://alabcboard.gov/productSweepstakes>.