



**FAQ**  
**“WIN YOUR CANADIAN FAMILY ADVENTURE  
WITH THE LAUGHING COW®” CONTEST**

**QUESTION 1**

**How do I participate in the Grand Prize online portion of “Win your canadian family adventure with The Laughing Cow®” contest?**

**ANSWER**

Visit [www.wedgeofhappiness.ca](http://www.wedgeofhappiness.ca), click on "Start my journey" and then click on "Register". Fill out the electronic entry form by entering the required information and providing the correct answer to the mathematical skill-testing question.

Read and agreed to the Contest Rules by checking the corresponding box and click on "Submit". You will then have the opportunity to enter the “Grand Prize” and “Instant Prizes” portions of the Contest.

1. To enter the Grand Prize portion, you must play the game on the Website to finish the 5,000 kilometres separating the house of The Laughing Cow® and the city of Vancouver. You can travel kilometers by entering one or more entry codes, by answering quiz questions and/or by using Contest hints.

**QUESTION 2**

**Where can I find an entry code and how do I use one? How do I use a quiz question or hint?**

**ANSWER**

***Entry Code***

Obtain an entry code by purchasing specially marked Original or Light The Laughing Cow® products, in packs of 8, 16 or 24 portions. Inside the Eligible Products, you will find an entry code.

Visit the "Entry Codes" section online, enter your entry code in the space provided and click on "Submit".



If your Entry Code is valid, you will automatically travel 2,500 km and you will also be able to enter the Instant Prizes portion.

If you have not completed the 5,000 km journey, you may continue playing the Game until you've travelled the remaining distance. Once you've travelled all 5,000 km, you'll be eligible to participate in the Grand Prize portion of the contest.

### ***Quiz Question***

Go to the "Quiz Question" section, answer the question asked and click "Submit";

If your answer to the question is valid, you will travel 500 km;

If you have not completed the 5,000 km journey, you may continue playing the Game until you've travelled the remaining distance. Once you've travelled all 5,000 km, you'll be eligible to participate in the Grand Prize portion of the contest.

You can answer up to 5 quiz questions during the contest period. Any answer to a quiz question beyond this limit will not allow you to travel more kilometres in the Game.

### ***Contest Hint***

Identify one of the six Contest hints given by the Contest Organizers on The Laughing Cow® Facebook page (1 hint) or the newsletter (1 hint) or posted by one of the four bloggers specially identified for the Contest on The Laughing Cow® Facebook page (1 hint per blogger, 4 hints in total). Go to the "Hint" section and enter the Contest hint found in the space provided and click on "Submit".

If the hint that you entered is valid, you will travel 1,500 km.

If you have not completed the 5,000 km journey, you may continue playing the Game until you've travelled the remaining distance. Once you've travelled all 5,000 km, you'll be eligible to participate in the Grand Prize portion of the contest.



### **QUESTION 3**

**How do I participate in the Instant Prizes online portion of “Win your canadian family adventure with The Laughing Cow®” contest?**

### **ANSWER**

You can enter the Instant Prizes portion by entering an Entry Code on the Website.

1. Visit [www.wedgeofhappiness.ca](http://www.wedgeofhappiness.ca)

If you're not already registered, fill out the electronic entry form by entering the required information and providing the correct answer to the mathematical skill-testing question. Read and agreed to the Contest Rules by checking the corresponding box and click on "Submit".

2. Otherwise, log in by entering your email and password, and click "Sign in".
3. Enter your Entry Code in the corresponding field on the Website.
4. If your Entry Code is valid, your prize for the Instant Prizes portion will be displayed on screen and you will receive a confirmation email to this effect.



#### **QUESTION 4**

**Can I win more than once?**

#### **ANSWER**

You'll win an instant prize for each valid entry code entered. There will be only one winner for the Grand Prize and the winner can win the Grand Prize only one time.

#### **QUESTION 5**

**When will the Grand Prize draw take place?**

#### **ANSWER**

At 11 a.m. (ET) on August 15, 2017, at the offices of the agency in charge of the conduct of the Contest located in Montreal, a random draw of one (1) eligible entry will be held among all entries registered for the Grand Prize portion during the Contest Period.

#### **QUESTION 6**

**What should I do if I win a prize?**

#### **ANSWER**

1. Coupons for \$1 and \$2 prizes shall be sent to entrants selected for these prizes by email through a secured hyperlink within ten (10) days of the winning entry.
2. Free product vouchers and Road Trip bags will be mailed. In order for us to mail these prizes to winners, a form must be filled out in which you will provide your mailing address. To access the form, you'll need to click on the "Claim my prize" link, which will be made available to the winners of these prizes. The prize will be mailed within thirty (30) days.



## **QUESTION 7**

**How can I participate in the Instant Prizes portion of the contest without making a purchase?**

### **ANSWER**

1. To obtain an Entry Code without purchase, legibly write an original handwritten letter of at least fifty (50) words explaining why you would like to win the Grand Prize, along with your last name, name, complete address, including postal code, telephone number including area code, and email address and age.
2. Sign and send your letter in an envelope with sufficient postage to: "Win Your Canadian Family Adventure with The Laughing Cow<sup>®</sup>" Contest, 85 St-Paul Street W., suite 120, Montreal, Quebec H2Y 3V4, postmarked no later than August 13, 2017. The text of each request for an Entry Code must be different. Upon receipt, your letter will be validated by the Contest Organizers' representative and you will receive an Entry Code by email.
3. In the case of letters received on or after August 11, 2017 a representative of the Contest Organizers will contact you directly by phone to give you an Entry Code.

## **QUESTION 8**

**What should I do if my entry code isn't working?**

### **ANSWER**

1. Valid entry codes can be found inside specially marked Original or Light The Laughing Cow<sup>®</sup> products, in packs of 8, 16 or 24 portions.
2. Make sure you've entered the entry code correctly and that you haven't already used it for another entry since a entry code is valid only once.



## QUESTION 9

What do I do if a contest hint isn't working?

### ANSWER

1. Identify one of the six Contest hints given by the Contest Organizers on The Laughing Cow® Facebook page (1 hint) or the newsletter (1 hint) or posted by one of the four bloggers specially identified for the Contest on The Laughing Cow® Facebook page (1 hint per blogger, 4 hints in total).
2. Make sure you've entered the contest hint code correctly and that you haven't already used it for another entry since a contest hint is valid only once.

## QUESTION 10

How to reach us?

### ANSWER

1. If you have any questions or comments regarding the website or "Win your canadian family adventure with The Laughing Cow®" contest, please email us at [info@wedgeofhappiness.ca](mailto:info@wedgeofhappiness.ca).
2. If you have any questions or comments regarding the **The Laughing Cow®** brand or any of **The Laughing Cow®** products, please visit <https://contact.groupe-bel.com/?country=CA&language=EN&website=lavachequirit.ca>