

# “DISCOVER & WIN #INLOMBARDIA” CONTEST RULES

Regione Lombardia, whose headquarters are in Piazza Città di Lombardia 1, 20124 Milan, Tax Code number 80050050154, is organising this contest named “DISCOVER & WIN #INLOMBARDIA” in association with Explora S.C.p.A., Destination Management Organization (DMO) belonging to Regione Lombardia, the Milan-Monza-Brianza-Lodi Metropolitan Chamber of Commerce and, through UNIONCAMERE Lombardia, all the Lombardy Chambers of Commerce, with its registered offices in via Fabio Filzi 22, 20124 Milan, VAT number 08344310969, with the goal of promoting tourism in Lombardy and Lombardy’s attractions. There is no charge to enter this Contest.

## 1. Purpose of the contest

This initiative has been organised with the following goals:

- to promote the Lombardy region as a tourism destination, specifically promoting tourism products pertaining to the following areas: food and drink, wellness, lakes, art and culture, urban lifestyle, active sports and cycling.
- obtaining email contacts from potential European tourists in order to send information relating to experiences, opportunities and tourism related products and services.

*The activities are not subject to the Italian regulations applicable to prize draws pursuant to article 6(1)(e) of Italian Presidential Decree 430/2001 given that the contest is being promoted by a non-profit legal entity.*

## 2. Types of entrants

All adults who are resident in the European Union (including Switzerland) who find out about the contest are eligible to enter. Employees of the Lombardy Region, Explora S.C.p.A. and the shareholders of Explora S.C.p.A. (Lombardy Unioncamere, Milan, Monza, Brianza and Lodi Chamber of Commerce) and all those involved in running and organising this contest are prohibited from entering.

## 3. Entry

Participants will be required to register at win.in-lombardia.it between 1<sup>st</sup> December 2017 and 31<sup>st</sup> January 2018, completing a form with their full contact details. By registering, users will accept to receive communications via their specified e-mail address relating to services, promotions, travel ideas and activities within the areas of Italy being promoted by Regione Lombardia and Explora. Once registers, participants will be able to log in freely using their e-mail and password.

In order to take part in the contest, users will have to choose one of the 7 thematic areas of the Lombardy Region from Food & Wine, Wellness & Relax, Lake, Art & Culture, Urban-Lifestyle, Active & Green, Bike.

Once the region has been confirmed, an advergame is activated that comprises a memory game: the user has to find each couple of identical photos until all the cards have been revealed, within the specified time limit of two minutes. The cards will be upside down and each card will have a photo of a location in Lombardy or of a activity that can be carried out in Lombardy relating to a specific thematic area. The photo shall be on two cards. The user has to click on two cards (one after the other) to reveal them: if they both have the same photo, then the combination is correct and the cards stay uncovered. Otherwise the cards are turned back over and the player has to continue clicking on two cards at a time until all the couples have been uncovered. Once the memory game has been completed, the user may participate in the final prize draw for the relevant thematic area. If a user does not complete the memory game in the time limit then they may not take part in the final draw.

Every user is entitled to play once a day. The right to play is not cumulative hence if a user does not play one day it does not entitle the user to play twice the following day.

However, users may invite friends to take part in the contest which will increase the number of times they can play and their likelihood of winning. Users may insert the e-mail address of their friends using the contest website. Their friends will receive an e-mail containing a link to the registration which will entitle the

user to an extra game if the friend registers to the contest using the link in the e-mail. Every time a friend registers to take part, the user is entitled to another game together with their daily game.

With cumulative games, the user may choose to play one of the memory games available.

It will be possible to complete a memory game for different thematic areas however once completed in the specified time limit, the user will not be able to re-play that same game and will have to choose on the available games he/she has not yet completed.

Users may at any time monitor the number of games available by accessing their welcome page once they have logged on.

Max. 1 registration per user.

*Note that friends invited by registered users must be separate individuals.*

*In the event of doubt, the promoter will be entitled to double check the identity of such friends, requesting a copy of their ID from the user.*

*If it is not provided within the stated term, or if it is ascertained that one or two of those friends – who is an individual – had already registered for the contest, then the multi registrations will be deleted.*

*The promoter will have the right to disqualify participants from the contest.*

#### **4. Term**

The contest will be open from 1<sup>st</sup> December 2017 to 31<sup>st</sup> January 2018. The final winners will be drawn by 28<sup>th</sup> February 2018 in Italy.

#### **5. The manner in which prizes are awarded**

By or before 28<sup>th</sup> February 2018, all users who have correctly completed the memory game can take part in the prize draw relating to the thematic area in which they have completed the memory game.

7 prize draws will be held, one for each thematic area, as per the details set out below.

##### Food & Wine

**2 winners** will be drawn, winning the following prizes:

- The person whose name is drawn first will win a Wine Experience in the Oltrepo Pavese area;
- The person whose name is drawn second will win a Food Experience in the Lake Como area.

Those whose names are drawn from 3<sup>rd</sup> to 22<sup>nd</sup> place will be the runners-up.

##### Wellness & Relax

**2 winners** will be drawn, winning the following prizes:

- The first winner will win one wellness experience in the province of Bergamo.
- The second winner will win a wellness experience in Livigno.

Those whose names are drawn from 3<sup>rd</sup> to 22<sup>nd</sup> place will be the runners-up.

##### Lakes

**2 winners** will be drawn, winning the following prizes:

- The person whose name is drawn first will win an experience and stay in Como;
- The person whose name is drawn second will win an experience and stay on Lake Iseo;

Those whose names are drawn from 3<sup>rd</sup> to 22<sup>nd</sup> place will be the runners-up.

##### Art & Culture

**2 winners** will be drawn, winning the following prizes:

- The person whose name is drawn first will win an experience and stay in Cremona;
- The person whose name is drawn second will win an experience and stay in Bergamo;

Those whose names are drawn from 3<sup>rd</sup> to 22<sup>nd</sup> place will be the runners-up.

##### Urban

**1 winner and 20 runners-up** will be drawn.

The winner will win lunch at a *urban&lifestyle* restaurant and a stay in Milan.

#### Active & Green

**4 winners** will be drawn, winning the following prizes:

- o The people whose names are drawn first and second will each win a weekend of sport in Madesimo;
- o The person whose name is drawn third will win a green experience with a stay in Valle Camonica;
- o The person whose name is drawn fourth will win a long weekend in Valmalenco.

Those whose names are drawn from 5<sup>th</sup> to 24<sup>th</sup> place will be the runners-up.

#### Bike

**3 winners** will be drawn, winning the following prizes:

- o The person whose name is drawn first will win a Bike Experience in Valtellina;
- o The person whose name is drawn second will win a green experience in a WWF oasis in the centre of the Valle Camonica and Valle Curone nature reserve;
- o The person whose name is drawn third will win a Bike Experience in the Lecco area.

Those whose names are drawn from 4<sup>th</sup> to 23<sup>rd</sup> place will be the runners-up.

For further details on the prizes, see point 6 below.

Each user may appear in each of the seven databases in the event that they manage to correctly complete all the 7 memories, however they may appear no more than once in each one.

**Each entrant may also enter more than once but will only win 1 prize. If the same winner is drawn more than once, their prize will be awarded to a runner-up according to the order of the draw.** In detail, the winners of Food and Wine, Wellness and Relax, Lake, Art and Culture, Urban-Lifestyle, Active & Green, Bike will be drawn in order. If the same user is the winner in two or more areas, the prize for which they were first drawn in the order of the draw will be awarded.

In order to deliver the prizes, the Promotion Company reserves the right to ask winners for a copy of their identity card, or a valid document and, if the data entered for registering on the online form does not match the documents submitted, it will not be possible to award the prize.

## **6. Prizes**

The following prizes will be awarded:

### **Food & Wine**

#### Wine Experience in the Oltrepo Pavese area

*The prize includes:*

- 1 night's stay for two people at the Prime Altare Wine Resort;
- 1 dinner tasting menu for two people (each course will be accompanied with a glass of wine).
- 1 visit to the vineyard.

Valid subject to booking and availability, until 31/12/2018 (public holidays excluded)

The total prize value is € 210.

#### Food Experience near Lake Como.

*The prize includes:*

- One night's stay in a superior class double room at Rural Resort Il Corazziere, with buffet breakfast included;
- 1 dinner with a typical Brianza menu at the "Nella Cantina di Arnaldo" restaurant for two people (drinks excluded);
- 2 entrances to visit the Villa Carlotta Gardens on Lake Como.

Valid subject to booking and availability, until 20/12/2018 excluding the period from 01/04/2018 to 30/04/2018 from 01/09/2018 to 15/09/2018 and from 21/12/2018)  
The total prize value is € 220.

### **Wellness & Relax**

#### Wellness Experience in the province of Bergamo

*The prize includes:*

- Two night's stay for two people with breakfast at Hotel Resort & Spa Miramonti;
- 2 three-course à la carte dinners at the Ristorante Gritti (drinks excluded);
- Access to the Bio-SPa Ceréra for two days;
- Two 25 minute relaxing massages.

Valid subject to booking and availability, until 15/12/2018 (excluding Easter, the mid-August holiday, Christmas and New Year's Eve and other public holidays).

The total prize value is € 450.

#### Wellness Experience in Livigno

*The prize includes:*

- N° 1 night's stay in a 4-star hotel for two people, with half-board;
- n° 2 entrance tickets to the Aquagranda Active You Wellness&Relax area;
- n° 2 entrance tickets to the Aquagranda Active You Fitness&Pool area;
- n° 2 entrance tickets to the Livigno and Trepalle MUS;
- n° 1 welcome gift

Valid subject to booking and availability, from 01/05/2018 until 30/11/2018, excluding public holidays and August.

The total prize value is € 606.

### **Lakes**

#### Lake Experience on Lake Como

*The prize includes:*

- One night's stay for two people in a superior class double room at Sheraton Lake Como, with breakfast included;
- 1 dinner for two at the Gusto restaurant with wines chosen by the sommelier and free use of bikes;
- 2 entrance tickets to visit the Villa Carlotta Gardens on Lake Como.
- Season ticket to Lombardy Milan Museums for two people.

Valid subject to booking and availability, until 31/12/2018 (public holidays and blackout dates excluded)

The total prize value is € 415.

#### Lake Experience on Lake Iseo

*The prize includes:*

- Two night's stay for two people in a double room at an establishment on Lake Iseo;
- Three hour sailing boat cruise on the lake;
- Discount voucher worth €54 for the return private transfer service from any Lombardy airport to Lake Iseo;
- Season ticket to Lombardy Milan Museums for two people.

Valid subject to booking and availability, until 31/12/2018 (public holidays excluded)

The total prize value is € 695.

### **Art & Culture**

#### Art & Culture Experience in Cremona

*The prize includes:*

- A one night stay for two people in a four-star hotel or equivalent, with breakfast included;
- 1 guided visit to the city including a visit to a luthier's workshop;

- Season ticket to Lombardy Milan Museums for two people.

Valid subject to booking and availability, until 31/12/2018 (public performances, events and public holidays excluded)

The total prize value is € 345.

The establishments in which it is possible to stay and the experience will be confirmed when booking.

### Art & Culture Experience in Bergamo

*The prize includes:*

- A one night stay for two people in a four-star hotel or equivalent, with breakfast included;
- Access for two people at the Accademia Carrara Pinacoteca gallery;
- Guided tour of the city subject to availability, by Italian Tour Guides (optional entrances not included);
- Season ticket to Lombardy Milan Museums for two people.

Valid subject to booking and availability, until 15/12/2018 (public performances, events and public holidays excluded)

The total prize value is € 415.

The establishments in which it is possible to stay and the experience will be confirmed when booking.

### **Urban**

#### Urban Experience in Milano

*The prize includes:*

- A one-night stay for two people in a four-star hotel or equivalent, with breakfast included;
- Lunch for two at the restaurant of the Michelin starred chef, Enrico Bartolini, at MUDEC Milano (Menu Be Classic, accompanied by wines);
- Season ticket to Lombardy Milan Museums for two people.

Valid subject to booking and availability, until 31/12/2018 (excluding Christmas, New Year's Eve and holidays).

The total prize value is € 655.

The establishments in which it is possible to stay and the experience will be confirmed when booking.

### **Active & Green**

#### Sports weekend at Madesimo

*The prize includes:*

- 2 night's stay in a double room for two people with half-board (drinks excluded), at the four-star EMET hotel;
- a ride in a cable car to enjoy trekking along the historic Via Spluga path during the summer.

The total prize value is € 280.

Valid subject to booking and availability, in February, March, April, July and August, excluding the periods from 10-18 February and 31 March - 3 April 2018.

#### Active Experience in Valle Camonica

*The prize includes:*

- One night's stay for two people in Valle Camonica with breakfast included;
- An activity chosen by the winner from amongst:
  - o 2 hours private ski lesson;
  - o 2 hours private climbing lesson (climbing equipment rental included);
  - o 2 hours Nordic walking with an instructor.

Valid subject to booking and availability, until 16/09/2018 (carnival and holidays excluded).

The total prize value is € 260.

#### Long weekend in Valmalenco

*The prize includes:*

- 3 night's stay (from Thursday to Sunday) for two people with breakfast included;

According to the period when the winner chooses to use the prize, it also includes:

*in winter:*

- 2 ski passes for two days skiing (the period when the ski lifts are open has to be checked);
- typical mountain refuge dinner (drinks excluded);

*or during the summer (June – September):*

- one day's E-bike rental for two people;
- a return cable car ticket to visit Lake Palù and surrounding Alpine hamlets;
- a dinner tasting menu for two people (drinks excluded) in Chiareggio "the Valmalenco gem".

Valid subject to booking and availability, until 15/12/2018 excluding high season (Christmas/New Year's Eve/Carnival-Half Term) and closure.

The total prize value is € 300.

The establishments where it is possible to stay and the experience are to be confirmed when booking.

## **Bike**

### **Bike Experience in Valtellina**

*The prize includes:*

- a one night stay for two people at La Florida in a Country Chalet room with buffet breakfast with farm products;
- unlimited access to the wellness centre;
- a bath robe in your room;
- free, unlimited Wi-Fi;
- Electric bikes available for excursions on the Valtellina Path.

Valid subject to booking and availability, until 30/11/2018 (Saturdays and public holidays excluded).

The total prize value is € 285.

### **Green experience in the Montevocchia and Valle del Curone Nature Reserve**

*The prize includes:*

- one night's stay for two people at Oasi di Galbusera Bianca with breakfast included;
- 2 hour tour of the Montevocchia e Valle del Curone nature reserve on an electronic bike with a guide for 2 people;
- local wine tasting;
- guided visit to the WWF oasis.

Valid subject to booking and availability, until 20/09/2018 (public holidays excluded)

The total prize value is € 410.

### **Bike experience in the Lecco area**

*The prize includes:*

- 2 night's stay with breakfast in a 19<sup>th</sup>-century villa;
- return transfer from Linate or Malpensa or Orio to Serio to Lecco;
- transfer from/to places where the activities take place;
- welcome aperitif;
- half day guided excursion to Lecco in the footsteps of Leonardo;
- guided tour to the mineral Park (Resinelli or Cortabbio);
- cooking class;
- guided tour on an assisted pedal bike from the Valley to the Lake;
- visit to a local cheese dairy to taste local products.

Valid subject to booking and availability, until 31/12/2018 (public holidays excluded).

The total prize value is € 890.

## GENERAL TERMS AND CONDITIONS

*The prices do not include:*

- transfer from the winner's place of residence to the place where they are staying, unless otherwise provided for under "the prize includes";
- Drinks and beverages unless explicitly included;
- All that which is not included under "the prize includes".

*Prize validity is indicated in the voucher delivered to the winner, subject to availability at the establishment and availability of the services offered, to be checked by the winner.*

The prizes may not be assigned to others.

*The winner may not object to the prize he/she wins or request the cash equivalent or the exchange/replacement for any reason whatsoever. However, if the promoter is unable to offer the prize indicated then it may replace the announced prizes with prizes having the same or a higher value. Winners will not be entitled to claim compensation of any damage incurred as a result of their acceptance and/or use of a prize.*

### **7. Communicating and awarding prizes**

Winners will be informed via e-mail and must accept their prize in writing via e-mail or fax. Winners who do not provide written acceptance of a prize within 15 days of being informed of winning shall be deemed as unavailable and their prize will be allocated to the runner up (in the order they were drawn). Runners up will have to comply with the same timeline in terms of accepting their prize.

If a winner accepts their prize and then through no fault of the promoter, does not take the trip, the prize will nonetheless be deemed as having been awarded. The winner will not have grounds for objection.

Prizes are understood to be awarded when the winning e-mail is sent to the winner with a copy of the relevant voucher and the booking details. The winner will be responsible for booking. The winners will be provided with contact details for the purpose of booking once they have accepted the prize.

### **8. Acceptance of the rules**

By taking part in this contest, participants unconditionally accept the rules and the clauses set out in these contest rules without limitation or exception.

### **9. Guarantees and requirements**

The software used to collect the names of the contest participants online will be of a level sufficient to safeguard public confidence.

Users who at the unfettered decision of the promoter or a third party engaged by the latter are using equipment or software that prevents said guarantee or are deemed to be suspicious, fraudulent or prevent normal and proper functioning, will be disqualified from the contest and not eligible for any prizes they may have won.

### **10. Privacy**

The personal data collected will be processed primarily using electronic means by Region Lombardia, having its headquarters in Piazza Città di Lombardia 1, 20124 Milan and EXPLORA S.C.p.A, having its registered office in Via Fabio Filzi n.22, 20124 Milan (joint data controllers) for operations pertaining to contest entry, which includes sending information material – by email and traditional mail – regarding the initiatives and tourist proposals publicised and/or promoted by the data controllers, and for future direct marketing actions not directly linked to the present contest.

The refusal to provide the requested data will rule out the possibility of taking part in any stage of the contest, including receiving information and promotions that are part of the contest. The Data Processor for the purpose of this contest is Cheil Italia S.r.l., having registered offices in Via Mike Bongiorno 9, 20124 Milan. The persons in charge of processing shall be the organisers of the promotion, the personnel providing the consumer services and IT service and data security. Pursuant to article 7 of Legislative Decree 196/2003, it is possible for data subjects to exercise their statutory rights including the right to consult, modify and/or

delete their data and to object on legitimate grounds to the processing of personal data concerning him/her where it is carried out for the purpose of sending advertising or promotional materials – even regarding one contact method (e-mail or normal post) by writing to the Data Controllers indicated above. If no objection is made to the processing of data for promotional or advertising purposes then all contact channels shall be used for said purposes. Data subjects may request a list of the data processors and the names of the third party recipients where their data may be communicated.

### **11. Jurisdiction**

Any dispute arising out of or in connection with these rules shall be submitted to the exclusive jurisdiction of the Courts of Milan.

### **12. Territory**

The selection and extraction of winners shall take place exclusively in Italy and the server where participants' data shall be stored shall be located in Italy.

### **13. Final provisions**

- a. The promoter shall not be held liable for any problem concerning access, malfunctions or other difficulties in technical equipment, computer, telephone lines, cables, electronics, software or hardware, transmission or connection, internet connection, access to online games, land lines and mobile phones, which prevents users from participating in the contest. The promoter shall not be held liable for any problem regarding the configuration of users' computers that adversely affects their participation in the contest.
- b. The winner may be required to pay tax on the prize in accordance with applicable tax rules in the country of residence.
- c. The Promoter reserves the right to withdraw, vary, cancel or suspend any element of the Prize if, due to circumstances outside of its control, that element is no longer available. The Promoter will not be responsible for, or liable to any winner, if all or part of the Prize is not available or must be varied or cancelled for any reason.
- d. The Promoter is not responsible for any third-party acts.
- e. This Promotion is subject to all applicable laws and regulations.
- f. If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these terms and conditions the Promoter will not be liable for any failure to perform or delay in performing its obligation.
- g. If this Promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter including because of war, terrorism, state of emergency or disaster (including natural disaster), infection by computer virus, bugs, tampering, unauthorised intervention, technical failures or any which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend or terminate this Promotion, as appropriate.

These rules are available via [win.in-lombardia.it](http://win.in-lombardia.it) .