

# #SABIGGESTBREAKFAST COMPETITION 2021

## RULES OF COMPETITION:

1. The name of the Competition is the “#SABIGGESTBREAKFAST COMPETITION 2021” (“The Competition”) and the Promoter is Essential Foods (“The Promoter”) a division of Pioneer Foods (Registration number 1957/000634/07), which is a company incorporated in the Republic of South Africa and having its registered address at Glacier Place, 1 Sportica Crescent, Tyger Valley, Bellville, 7530.
2. The competition runs from Monday, **05<sup>th</sup> July 2021** to Tuesday, **31<sup>st</sup> August 2021**, at midnight (23h59).
3. The Competition is open to all citizens and legal residents of South Africa (provided that the participant is also a resident in South Africa at the time of winning and receiving any prize in this competition), who at the time of entering the Competition are over the age of 18 (eighteen) years, and are in possession of a valid South African Identity Document (in the case of residents, a valid passport, and necessary residency permits) and who may have seen or read of the Competition via television, radio, print and/or social media.
4. No employees, directors, agents or consultants and their immediate family members directly connected to or in the employment of Pioneer Foods (Pty) Ltd, their subsidiaries and business partners, associates, advertising or promotion agencies and staff members or anyone who within a period of 3 months preceding this competition has won any competition organised, promoted, or conducted by White Star, or who resides at the same address as such a winner may take part in the competition.
5. Participants may enter as many times as they like; however, each Participant may only win once for the duration of the competition
6. Prizes on offer:
  - i. 1 (one) winner of R2 500 (two thousand five rand) cash prize per week for eight weeks and
  - ii. 50 (fifty) Shoprite/Checkers vouchers worth R500 (five hundred rand) each to be randomly drawn during the broadcast of #SABiggestBreakfast virtual event on the 07<sup>th</sup> August 2021 for participating with the event via social media.
7. All valid entries will be collated. One weekly cash prize winner of R2 500 (two thousand five rand) will be randomly drawn on each of the following dates at 10h00:
  - i. 09 July
  - ii. 16 July
  - iii. 23 July
  - iv. 30 July
  - v. 10 August
  - vi. **17 August**
  - vii. **24 August**
  - viii. **31 August**
8. Entrants may enter competition **via Facebook or Twitter** by either:
  - i. sharing a picture of themselves or themselves and their family enjoying a bowl of White Star Instant Porridge in the comments section of a Competition post or,
  - ii. Uploading a picture of themselves or themselves and their family enjoying a bowl of White Star Instant Porridge to their personal Facebook/Twitter page. If an Entrant

chooses this option, they must tag @WhiteStarSuperMaizeMeal (Facebook) or @WhiteStarMaize (Twitter) and use the #SABiggestBreakfast hashtag.

- iii. An entry is to be considered valid if a pack of White Star Instant Porridge is visible in the image shared by the entrant.
9. Prize redemption: voucher and cash prize winners will be contacted on the social media account and verified by one of the Promoter's affiliates on the mobile phone number provided by the winner the when they are contacted and delivery of their prizes will be arranged. Calls may be recorded for verification purposes.
10. The weekly cash prize winners will be announced on the White Star Super Maize Meal Facebook page ([www.facebook.com/whitestarsupermaizemeal](http://www.facebook.com/whitestarsupermaizemeal)) on the following days:
  - i. Wednesday, 14<sup>th</sup> July 2021
  - ii. Wednesday, 21<sup>st</sup> July 2021
  - iii. Wednesday, 28<sup>th</sup> July 2021
  - iv. Wednesday, 04<sup>th</sup> August 2021
  - v. Wednesday, 11<sup>th</sup> August 2021
  - vi. Wednesday, 18<sup>th</sup> August 2021
  - vii. Wednesday, 25<sup>th</sup> August 2021
  - viii. Wednesday, 1<sup>st</sup> September 2021
11. All entries become the property of the Promoter and may be used at their sole discretion provided that any personal information collected will only be used in accordance with the reasons for which it was collected.
12. If a Winner cannot - for any reason whatsoever - be reached after 3 attempts have been made during business hours (i.e. between 08h00 and 17h00, excluding public holidays) within a period of 72 hours, the Prize will be forfeited, and another Winner may be selected at the discretion of the Promoter, in accordance with the Competition's rules as more specifically set out herein.
13. By entering this Competition, the Promoter reserves the right to communicate with the participants at any time during, or after, the Competition's closing date, whereas the Winner/s may opt out from receiving such communication at any time.
14. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of entries.
15. The Promoter is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any entry to be received by the Promoter on account of technical problems, human error or traffic congestion on any of the cellular service providers' networks, including any injury or damage to participant's or any other person's cellular device relating to, or resulting from, participation in the Competition or use of the requisite instructions of the Competition. Proof of sending will not be accepted as proof of receipt.
16. Participation in the Competition constitutes acceptance of the promotion rules and participants agree to abide by these rules.
17. Except insofar as is provided for in the Consumer Protection Act (Act 68 of 2008), the Promoter's decision is final, and no correspondence will be entered into after the Competition's closing date.
18. Prizes are not transferrable, cannot be converted to any other prize, and may not be deferred to a later period.

19. Winners have 24 hours to submit their identification documents and to sign a receipt of the prize to claim their prizes.
20. Pioneer Foods or its agents, its associated companies, nor any directors, officers, nor employees of such, do not accept responsibility or liability for any loss or damage to goods or personal injury, whether direct, indirect, consequential or otherwise arising from any cause whatsoever, suffered as a result of participating or winning this prize, and will also not be responsible or liable for any further expenses or fees required for purpose of using, applying or enjoying the prize won in the Competition.
21. The Promoter shall have the right to change or terminate the Competition immediately and without notice for reasons outside its control. In the event of such change or termination, all participants agree to waive any rights that they have in respect of this promotional competition and acknowledge that they will have no recourse against the Promoter or its agents.
22. The Promoter reserves the right to publish any images taken of the participants for publicity purposes in any manner they deem fit, without further remuneration being made payable to the participants. However, the participant has the right to object to these images being used by written notification to the Legal Department of the Promoter at **Glacier Place 1 Sportica Crescent Tygervalley, 7530**.
23. The Competition is in no way organised-, endorsed- or administered by, or associated with Facebook or any other social media forum.
24. Any questions, comments or complaints regarding the Competition can be directed to the Promoter via the Consumer Advisory Service division on 0800 022 000 during office hours (between 8h00 AM and 22h00 PM, excluding public holidays) throughout the duration of the Competition.
25. A copy of these rules can be obtained by request and can be viewed on [www.whitestar.africa](http://www.whitestar.africa)