

# 2020 UNITED WAY CHALLENGE



## IT'S A WIN FOR THE WHOLE COMMUNITY.

For just \$1 a week, your pledge to the 2020 United Way Challenge can:

- Help children reach their full potential
- Help families achieve financial stability
- Help people live safer and healthier lives

### HOW TO WIN:

- Pledge at least \$1 a week (\$52 a year) through your company's campaign or pledge online at [uwbec.org](http://uwbec.org) to be eligible to win one of 15 grand prizes.
- Be automatically entered into grand prize drawings held weekly beginning September 28 through December 18, 2020.
- No donation is necessary to participate or win. See complete contest rules on back.

## GRAND PRIZES

Win one of five Tops Friendly Markets grocery and gasoline gift cards valued at \$1,000 each!



Win one of five Ashley Homestore gift cards valued at \$1,000 each!



Win one of five Wegmans gift cards valued at \$1,000 each!



### PARTICIPATING UNITED WAYS

- Allegany County United Way
- United Way of Buffalo & Erie County
- United Way of Cattaraugus County
- United Way of Greater Niagara

### SPECIAL THANKS TO OUR MEDIA PARTNERS:



# WEEKLY PRIZE GIVEAWAYS

## SEPTEMBER 2020

### WEEK OF...

SEPTEMBER 28

Ashley Homestore \$1,000 gift card  
Wegmans \$1,000 gift card

## OCTOBER 2020

### WEEK OF...

OCTOBER 5

Tops Friendly Markets \$1,000 gift card

OCTOBER 12

Wegmans \$1,000 gift card

OCTOBER 19

Ashley Homestore \$1,000 gift card

OCTOBER 26

Tops Friendly Markets \$1,000 gift card

## NOVEMBER 2020

### WEEK OF...

NOVEMBER 2

Wegmans \$1,000 gift card

NOVEMBER 9

Ashley Homestore \$1,000 gift card

NOVEMBER 16

Tops Friendly Markets \$1,000 gift card

NOVEMBER 23

Wegmans \$1,000 gift card

NOVEMBER 30

Ashley Homestore \$1,000 gift card

## DECEMBER 2020

### WEEK OF...

DECEMBER 7

Tops Friendly Markets \$1,000 gift card

DECEMBER 14

Ashley Homestore \$1,000 gift card  
Tops Friendly Markets \$1,000 gift card  
Wegmans \$1,000 gift card



# ALL PRIZES HAVE BEEN GENEROUSLY DONATED. THANK YOU!

## OFFICIAL RULES FOR UNITED WAY OF BUFFALO & ERIE COUNTY'S UNITED WAY CHALLENGE 2020:

Sweepstakes will commence on August 1, 2020. To qualify, all sweepstakes entry forms must be received by 4:00 p.m. on Friday December 18, 2020, at the United Way of Buffalo & Erie County office, 742 Delaware Ave., Buffalo, NY 14209. Those who accept the United Way Challenge 2020 by giving a gift to United Way of Buffalo & Erie County of a minimum of \$1 per week (\$52 per year) will automatically be entered to win. Automatic entrants must have their principal residence or their principal place of employment in areas served by the United Way of Buffalo & Erie County's annual community campaign. No donation necessary to enter or win. A donation will not increase the chances of winning. An alternative entry form will be available during the sweepstakes on the United Way of Buffalo & Erie County's website ([www.uwbec.org](http://www.uwbec.org)), or by completing an entry form supplied by another area United Way, or by sending a postcard or letter with your Name, Address and Phone Number, and the words "Entry United Way Challenge 2019" to: United Way Challenge 2020, United Way of Buffalo & Erie County, 742 Delaware Ave., Buffalo, NY 14209. Limit one entry per person. The odds of winning shall be determined based upon the number of valid entries received. Sweepstakes void where prohibited or restricted by law. Illegible entries will be disqualified. All prizewinners must meet the following qualifications: Be at least 18 years of age on or before September 1, 2020. Winner must provide proof of age. The winner will be required to sign a Waiver Sheet/Release Form, provide his/her social security number, and claim prize within ten (10) days of notification. The acceptance of a prize constitutes permission to use the winner's name or likeness for the purpose of advertising, promotion and trade in connection with United Way of Buffalo & Erie County without further compensation to the winner. Winners release United Way and participating corporations, their franchises, subsidiaries, suppliers, advertisers and promotion agencies, respective employees and agents from any and all liability arising out of participation in this game. The United Way of Buffalo & Erie County, Inc., and other contest sweepstakes sponsors are not responsible for lost, late or misdirected mail or entries not forwarded to United Way of Buffalo & Erie County, 742 Delaware Ave., Buffalo, NY 14209, in time for the random drawing. Drawings for prizes will be conducted once per week, beginning the week of September 28, 2020 and ending the week of December 14, 2020. All entries received prior to 4:00 p.m. each Wednesday will be included in weekly drawings for that week and in subsequent weeks until the end of the sweepstakes. At which time the final prizes will be awarded based on all entries received by 4:00 pm Friday December 18, 2020. Prizewinners will be publicly announced each week after verification of eligibility. The random drawings will be supervised by United Way of Buffalo & Erie County, Inc., officials, whose decisions are final with respect to all matters related to this sweepstakes. Winners will be notified in person or by phone and by registered mail. In the event that United Way of Buffalo & Erie County, Inc., is unable to contact a potential winner, despite reasonable efforts to do so, an alternative winner will be chosen. In the event that the winner is not qualified to accept or declines to accept the grand prize, an alternate will be chosen. Employees of the United Way and their immediate family and other household members are not eligible. Prizes cannot be transferred, exchanged or redeemed for cash or other merchandise. Prizes are subject to, and winners are responsible for, all applicable federal, state and local taxes (IRS form 1099). Winners' names will be posted on United Way of Buffalo & Erie County's website ([www.uwbec.org](http://www.uwbec.org)), and a full list of winners will be available after February 15, 2021, and may be obtained by sending a self-addressed, stamped envelope to: United Way Challenge 2020, United Way of Buffalo & Erie County, 742 Delaware Ave., Buffalo, NY 14209. All communication with respect to the sweepstakes should be directed to the foregoing address.