

November-December 2026 Holiday Hitmaker Social Media Promotion

OFFICIAL RULES:

1. **ENTRY PERIOD:** The North Carolina Education Lottery (“Sponsor”) November-December 2026 Holiday Hitmaker Social Media Promotion (“Promotion”) begins on Tuesday, November 3rd, 2026 at 12:00 a.m. Eastern Time (“ET”) and ends on Sunday, December 27th, 2026 at 11:59 p.m. ET (“Promotion Period”). During the Promotion Period, players may visit the Holiday Hitmaker promotion website (<https://holidayhitmaker.fun>) where they can participate in the activity and complete the entry form. The Promotion includes two (2) Promotion Entry Periods and a total of two (2) drawings across the Promotion Period. Each drawing will be for ten (10) winners, for a total of twenty (20) winners in the Promotion. Each winner will receive an assortment of sixty (60) scratch-off tickets, ten (10) each of Games #063-068 (“Prize”). Estimated Retail Value (“ERV”) of each Prize is \$410. ERV of all Prizes in this Promotion is \$8,200.

Entry Period #	Drawing #	Winners	Platform	Entry Begins	Entry Deadline	Draw Date	Prize
1	1	10	Form entry via holidayhitmaker.fun	11/3/2026 12:00:00 AM	11/29/2026 11:59:59 PM	On or around 12/1/2026	Sixty (60) scratch-off tickets, including: - (10) \$1 Holiday Gold scratch-offs (Game #063) - (10) \$2 Holiday Gold scratch-offs (Game #064) - (10) Holiday Gold Tree scratch-offs (Game #065) - (10) Holiday Gold Gift scratch-offs (Game #066) - (10) Holiday Gold Blowout scratch-offs (Game #067) - (10) Holiday Gold Surprise scratch-offs (Game #068) ERV = \$410
2	2	10	Form entry via holidayhitmaker.fun	11/3/2026 12:00:00 AM	12/27/2026 11:59:59 PM	On or around 12/29/2026	Sixty (60) scratch-off tickets, including: - (10) \$1 Holiday Gold scratch-offs (Game #063) - (10) \$2 Holiday Gold scratch-offs (Game #064)

							- (10) Holiday Gold Tree scratch-offs (Game #065) - (10) Holiday Gold Gift scratch-offs (Game #066) - (10) Holiday Gold Blowout scratch-offs (Game #067) - (10) Holiday Gold Surprise scratch-offs (Game #068) ERV = \$410
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The list of entrants, including full names and email addresses, will be exported at the end of the Promotion Period and will become the exclusive property of the Sponsor. The results will be compiled and winners determined and notified via email within one (1) week of each Draw Date.

2. **ELIGIBILITY:** Promotions are open to all North Carolina residents who are at least eighteen (18) years old or older. No person shall attempt to obtain multiple entries or be eligible to win more than one prize. Selected entrants for prizes must provide their full name, North Carolina mailing address, birthdate, phone number and email address. By submitting an entry, Entrant agrees to comply with the NCEL social media policy. Entrants DO NOT have to be a Lucke-Rewards member to win. No purchase is necessary to enter or win. Entrants are subject to all Sponsor Rules and Regulations, the North Carolina State Lottery Act, the drawing procedures, and Meta rules and regulations. This Promotion and/or any parts thereof, including the award of any prizes, is void where prohibited by law. Employees, directors, officers, commissioners, and agents of Sponsor, Aristocrat Leisure Limited, Scientific Games Corporation, Pollard Banknote Limited/NeoPollard, Brightstar Global Solutions Corporation, Cactus Communications Inc., MDI Entertainment, LLC, Preston CPA, and members of their respective households, are prohibited from participating in this Promotion.
3. **HOW TO ENTER:** There is a limit of one (1) eligible entry per email address throughout the Promotion Period. All entries must be submitted via the promotion website during the Promotion Entry Period to be eligible for each drawing.

Winners will be randomly selected from the following method of entry:

PROMOTION WEBSITE: Users may enter by completing the activity on the promotion website (<https://holidayhitmaker.fun>). After completing the activity, players may enter the Promotion by filling out the entry form field with their name, email address, and phone number, and confirming they meet the eligibility requirements. A “valid entry”

shall be defined as the first entry received per email address, and any subsequent entry by an email address shall be disregarded and deemed an invalid entry.

Entries sent via any other method, including through any other website submission, social media, U.S. mail/courier, drop-off, etc. will be disqualified.

4. **WINNERS & PRIZE:** Odds of winning depend on the number of entries received for each drawing. Entries will be collected via qualified form submissions on the Holiday Hitmaker promotion website. A list of entrants will be exported at the end of each Entry Period. Once a visitor enters into the Promotion, they are automatically entered for each remaining drawing in the Promotion Period, provided they are not randomly selected to win in a prior drawing in this Promotion. Entrants may be entered into multiple drawings in this Promotion but may only win one (1) Prize in the Promotion. Ten (10) winners will be randomly selected in each drawing to receive a Prize, for a total twenty (20) Promotion winners. Total Estimated Retail Value ("ERV") of each Prize is \$410. Total ERV of all Prizes in this Promotion is \$8,200.

Winners are subject to minimum Federal and State taxes and other State withholdings, as required by law. The NCEL will issue an IRS Form W-2G to Prize winners for total Prize wins above \$599.

Prizes are not transferable, assignable or redeemable for cash unless otherwise specified or required by law. Sponsor may, in its sole discretion, substitute a prize of equal or greater value. After the drawing is conducted and verified, eligible winners will be contacted via the email provided upon entry. The Sponsor may also attempt to contact winners via the phone number provided upon entry, if no response is received to the email notification. If selected entrants do not respond to the email or phone notification directing them to contact the Sponsor within seventy-two (72) hours of initial notification, they will forfeit the prize and the prize will be awarded to an alternate. All drawing entries are subject to verification by the Sponsor or its designee and may be disqualified if eligibility requirements are not met. If an entrant responded to the Sponsor's notification within the specified deadline but fails to provide their full name, North Carolina mailing address, birthdate, phone number, and email address to the Sponsor's notification, they may be disqualified, in the Sponsor's discretion, and the prize will be awarded to an alternate. Alternate winners must meet all eligibility and prize claiming requirements.

The Prize must be claimed at one of the Sponsor's regional offices. Regional office locations are:

Office Name:	Address:
Asheville Regional Office & Claim Center	16-G Regent Park Blvd Asheville, NC 28806
Charlotte Regional Office & Claim Center	5029-A West W. T. Harris Blvd Charlotte, NC 28269

Greensboro Regional Office & Claim Center	20A Oak Branch Dr Greensboro, NC 27407
Greenville Regional Office & Claim Center	2790 Dickinson Ave, Suite A Greenville, NC 27834
Raleigh Regional Office & Claim Center	2728 Capital Blvd, Suite 144 Raleigh, NC 27604
Wilmington Regional Office & Claim Center	123 North Cardinal Extension Dr, Suite 140 Wilmington, NC 28405

Selected entrants must present a valid, government-issued photo ID matching the name of the winner to claim the Prize at a Regional Office.

If an entrant responds to the Sponsor's notification within the specified deadline but fails to claim the Prize at one of the Sponsor's regional offices within 30 days, the prize will be forfeited. Prizes consisting of tickets CANNOT be mailed.

5. **LIMITATIONS OF LIABILITY:** The Sponsor is not responsible for vendor error, interruption, deletion, or delay in operations, technical interruptions, including network, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry. All entries received will become property of the Sponsor and may be maintained as part of the Sponsor's Promotion records. The Sponsor reserves the right to cancel or modify the Promotion if it becomes technically or otherwise corrupted. The Sponsor reserves the right to disqualify any individual found to be tampering or attempting to tamper with the operation of the Promotion; to be acting in violation of these Official Rules; to be acting with the intent to disrupt the normal operation of this Promotion; or to be otherwise acting in an unsportsmanlike manner. The Promotion is not sponsored, endorsed, administered by, or associated with Facebook or Instagram. Entrants agree that the Sponsor (A) shall not be responsible or liable for, and is hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Promotion and/or any Promotion-related activity, or from entrants' acceptance, receipt, possession, claiming and/or use or misuse of any prize, and (B) has not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose.
6. **RELEASE:** Except where prohibited by law, acceptance of a Prize constitutes Prize Winner's permission for the Sponsor to use Prize Winner's name, photograph, voice, likeness, biographical information, statements, and city and state of residence for advertising and/or publicity purposes in all forms of media, now known or hereafter developed, worldwide, in perpetuity, without further compensation, notification, or approval.

7. SPONSOR: North Carolina Education Lottery, 2728 Capital Boulevard, Suite 144, Raleigh, N.C. 27604.
8. WINNER LIST: For the names of the Prize Winners, send a self-addressed, stamped envelope to: November-December 2026 Holiday Hitmaker Social Media Promotion Winners List, North Carolina Education Lottery, 2728 Capital Boulevard, Suite 144, Raleigh, N.C. 27604.
9. GOVERNING LAW: This Promotion shall be governed by the laws of the State of North Carolina without regard to conflict of law provisions. Any legal proceedings regarding this Promotion shall be conducted solely in a state or federal court located in Wake County, North Carolina.
10. NO PURCHASE NECESSARY TO ENTER. VOID WHERE RESTRICTED OR PROHIBITED BY LAW. These Rules and all terms and conditions of this Promotion are subject to change, at any time, in the Sponsor's sole discretion.