

THE BIG WORLD BOOK DAY PRIZE DRAW 2019 TERMS & CONDITIONS

Matilda World Book Day Competition

1. No purchase necessary to enter the prize draw.
2. i) This promotion is open to residents of the United Kingdom and ROI, aged between 3 and 18 years. The promoter cannot accept entries from entrants aged 12 or under and parents or guardians must enter on their behalf. Entrants between 13 and 16 years old must ask permission from a parent or guardian before entering. Employees of the Promoter, its parent company, subsidiaries, affiliates (including but not limited to World Book Day Ltd, National Book Tokens Ltd, The Booksellers Association, The Roald Dahl Story Company Ltd, Penguin Books Ltd, Dorling Kindersley Ltd, The Random House Group Limited and Virgin Atlantic Airways Ltd) or any other parties that are involved in the development, production, or distribution of this prize draw in any way, as well as the immediate family (spouse, parents, siblings, children) and household members of each such employee and/or authors, are not eligible to participate in the Promotion. No purchase necessary to enter the prize draw.

ii) Neither World Book Day nor Penguin Books Ltd or any of its group companies are liable for the operations of Virgin Atlantic Airways and accept no responsibility for it. By participating in the offer, guests accept and are bound by all rules and regulations in force by Virgin Atlantic Airways at the time of booking and travel.
3. Entries must be received by 11:59 pm GMT on 31st March 2019. The Promoter accepts no responsibility for any entries that are incomplete, illegible, corrupted or fail to reach the Promoter by the relevant closing date for any reason. Proof of posting or sending is not proof of receipt. Automatically generated entries and entries via agents or third parties are invalid and shall not be considered. Entries become the property of the Promoter and are not returned.
4. Only one entry per person. No entrant may win more than one prize.
5. There will be 10 runners-up prizes every week from 28th February – 31st March, which include and are limited to: £10/ €10 of National Book Tokens, one copy of the brand new *Matilda's How to be a Genius*, one *Matilda* the movie DVD and a marvellous goodie bag packed full of pencils and notebooks. Each of the prize draws will be made (at random from all eligible entries made in the relevant week) by a senior member of the Promoter's staff, and an independent person will witness each draw.

STAR PRIZE DRAW: All correctly completed entries from 28th February – 31st March will be entered into a prize draw, which will take place on 1st April 2019. The first entry drawn will be the winner. The star prize for one winner is a family holiday inspired by Roald Dahl's *Matilda*.

Prize package includes:

- 4 return economy flights from London Heathrow to New York (provided by Virgin Atlantic Airways)
- Return private airport transfers in New York
- 3 nights' luxury hotel accommodation (4* min) in New York, based on sharing a family room

- Daily breakfast
- Meet-and-greet experience with Mara Wilson, star of *Matilda* (subject to her availability and prior commitments)
- Sightseeing cruise in the New York Harbour
- Tour of the New York Public Library (or other New York-based tour, dependent on dates)

Travel dates can be selected for travel between 1st June – 15th September 2019.

6. All travelling dates and times are subject to availability. In the event that you cannot make these dates, no alternative dates will be possible and the Promoter reserves the right to offer the prize to a substitute winner. The winners are responsible for obtaining all necessary visas or other travel documentation.

7. Other than those specified above, the promoter shall not be liable for any costs or expenses arising out of or in any way connected with this prize and does not accept any responsibility for any damage, loss or disappointment suffered by the winner as result of accepting this prize.

8. Prizes are subject to availability. In the event of unforeseen circumstances, the Promoter reserves the right (a) to substitute alternative prizes of equivalent or greater value and (b) in exceptional circumstances to amend or foreclose the promotion without notice. No correspondence will be entered into. There is no cash or other alternative to the prizes stated and the prizes are not transferable. No part of the prizes will be substituted for other benefits, items or additions.

9. Flights provided by Virgin Atlantic Airways are subject to the airline's Conditions of Carriage (<https://flywith.virginatlantic.com/gb/en/prepare-to-fly/conditions-of-carriage.html>). No Virgin Atlantic Flying Club miles or tier points will be awarded. Flying Club miles cannot be redeemed to upgrade the flight tickets. The Winner and their chosen guests must travel together. Flights and accommodation must be taken in one trip. Additional nights cannot be purchased.

10. The winner will be notified via email by 2nd April 2019. The winner must claim their prize within 14 days of the Promoter sending notification. If the prize is unclaimed after this time, it will lapse and the Promoter reserves the right to offer the unclaimed prize to a substitute winner selected in accordance with these rules.

10. The Promoter will use any data submitted by entrants only for the purposes of running the prize draw, unless otherwise stated in the entry details. By entering this prize draw, all entrants consent to the use of their personal data by the Promoter for the purposes of the administration of this prize draw and any other purposes to which the entrant has consented. Unsuccessful entries will be deleted following completion of the prize draws. The Promoter will not give any personal data to a third party other than is necessary for notifying winners and for the fulfilment of prizes unless you have elected to receive information from them.

11. Promoter may disqualify any entrant whose entry does not comply with these terms and conditions (in Promoter's sole opinion) or who, in Promoter's sole determination, has acted in a manner that is fraudulent, dishonest or unjust to other entrants including, without limitation,

tampering with the operation of the prize draw, manipulating or rigging votes, hacking, deceiving, cheating or by harassing or threatening other entrants or a representative of Promoter.

12. By entering the prize draw each entrant agrees to be bound by these terms and conditions.

13. This promotion is run by World Book Day Limited, which is a registered charity (number 1079257). In these terms and conditions, the charity is called the Promoter.

14. This promotion will run from 28th February – 31st March 2019.

15. These terms and conditions are governed in accordance with the laws of England and Wales.