Duck Duck Jeep Contest 2026

Official Rules and Regulations

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1. SPONSORS

The "Duck Duck Jeep Contest 2026" (the "Contest") is conducted and sponsored by **Golden West Broadcasting Ltd.** ("Golden West") and the **Alberta Jeep Dealers Advertising Association** (collectively, the "Sponsors," and each individually, a "Sponsor").

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2. ELIGIBLE MARKETS

The Contest is administered across the following Golden West affiliate markets (the "Markets"):

- Airdrie – Air 106.1 / www.DiscoverAirdrie.com
- Cochrane – 91.5 Cochrane Now / www.CochraneNow.com
- High River – Sun Country 99.7 / www.HighRiverOnline.com
- Municipal District of Foothills No. 31 – AM 1140 / www.HighRiverOnline.com
- Strathmore – 104.5 MORE Country / www.StrathmoreNow.com
- Okotoks – The Eagle 100.9 / www.OkotoksOnline.com
- Lacombe – Sunny 94.1 / www.CentralAlbertaOnline.com

Additional contest details may be available via the above-listed station websites (collectively, the "Contest Websites").

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3. CONTEST PERIOD

The Contest begins at **6:00 a.m. Mountain Standard Time ("MST") on May 19, 2026**, and ends at **11:59 p.m. MST on September 7, 2026** (the "Contest Period").

All Entries must be received within the Contest Period to be eligible. Entries received after the Contest Period will not be accepted.

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4. HOW TO ENTER

No purchase is necessary to enter or win.

An individual (an "Entrant") may submit entries (each, an "Entry" and collectively, the "Entries") through one (1) of the following methods:

a 1) Online Entry:
Complete and submit the official entry form at https://forms.chryslercanada.ca/contests/goldenwest/en or via links on the Contest Websites.

a 2) Online Entry:
Play Carnival Ducks via links on the Contest websites and submit the official entry form.

b) QR Code Entry:
Scan an official Contest QR code at participating events and complete the entry form.

c) Radio Entry:
Submit an Entry by text message in response to an on-air call-to-action on a participating station within the Markets. Specific timing and instructions will be broadcast on-air.

Entry limits, if any, may be established by the Sponsors in their sole discretion and may vary by entry method.

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5. ENTRY CLASSIFICATIONS

Entrant:
Any individual who submits a valid Entry and has not yet been selected as a Qualified Entrant.

Qualified Entrant ("Qualifier"):
An Entrant who has been selected through a random draw process or who qualifies via QR Code entry, and who is eligible for the Grand Prize draw, subject to verification of eligibility and compliance with these Rules.

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6. SELECTION OF QUALIFIED ENTRANTS

Qualified Entrants will be selected during the Contest Period as follows:

- **Online Entries:** One (1) Qualified Entrant from each Market selected weekly from all eligible online Entries
- **Radio Entries:** One (1) Qualified Entrant selected daily per participating station group. Station Groups: (Airdrie/Okotoks), (High River/Strathmore/Cochrane) and Lacombe
- **QR Code Entries:** All eligible QR Code Entries will be deemed Qualified Entrants upon submission and verification

The total number of Qualified Entrants will depend on the number of eligible Entries received.

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7. GRAND PRIZE DRAW

One (1) Grand Prize winner (the "Grand Prize Winner") will be selected by random draw from all Qualified Entrants.

- **Draw Period:** Between September 8 and September 11, 2026

- **Odds of Winning:** Depend on the total number of eligible Entries received

The selected Entrant will be contacted using the information provided at the time of entry. The Sponsors will make a minimum of two (2) attempts to contact the selected Entrant.

If the selected Entrant cannot be contacted, is found to be ineligible, or fails to comply with these Rules, the Sponsors reserve the right, in their sole discretion, to disqualify that Entrant and select an alternate Entrant.

The confirmed Grand Prize Winner must agree not to disclose or publicize their winning status prior to the official announcement by the Sponsors on **September 25, 2026 at 7:40 a.m. MST**.

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8. GENERAL CONDITIONS

- Only Qualified Entrants are eligible to win the Grand Prize
- All Entries become the property of the Sponsors and will not be returned
- Entries that are incomplete, illegible, late, or otherwise non-compliant will be void
- Entries must be submitted using an authorized method; no other forms of entry will be accepted
- The Sponsors reserve the right, in their sole discretion and subject to applicable law, to disqualify any Entrant who violates these Rules or tampers with the Contest
- The Sponsors reserve the right, subject to applicable law, to modify, suspend, or terminate the Contest at any time

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9. ELIGIBILITY

The Contest is open only to individuals who:

- are legal residents of Alberta;
- are **eighteen (18) years of age or older** at the time of entry; and
- hold a **valid Alberta driver's license**

Employees of the Sponsors, **Stellantis Canada**, participating dealerships, their affiliates, advertising and promotional agencies, and members of their immediate families or households are not eligible.

The Sponsors reserve the right to verify eligibility at any time. Failure to provide satisfactory proof may result in disqualification.

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10. NOTIFICATION

The Sponsors will attempt to contact selected Qualified Entrants and potential winners using the contact information provided at the time of entry.

No list of Qualified Entrants or winners will be published, except as required by law.

All determinations made by the Sponsors regarding the selection of Qualified Entrants and winners are final and binding, subject to applicable law.

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11. DRAW DETAILS

If any prize is unclaimed, declined, forfeited, or if a selected Entrant is found to be ineligible or not in compliance with these Rules, the Sponsors reserve the right, but are not obligated, to select an alternate Entrant by random draw.

All Qualified Entrants and winners must comply with these Official Rules.

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12. PRIZES

Skill-Testing Requirement

As a condition of being declared a winner, each selected Entrant must correctly answer, without assistance and within a specified time limit, a mathematical skill-testing question.

Daily and Weekly Prizes

Secondary prize sponsors and details will be available via the above-listed stations and/or their websites (collectively, the “Contest Websites”).

Grand Prize

One (1) Grand Prize is available:

- One (1) **2026 Jeep Cherokee Hybrid**
  VIN: 3C4PJMB2XTT161979

Includes freight, delivery charges, and applicable taxes.
Approximate retail value: **$55,000 CAD (plus GST)**. Actual value may vary.

Grand Prize Conditions

- The vehicle will be used for promotional purposes and **will have accumulated mileage** at the time of award
- The vehicle must be accepted **as awarded**
- Vehicle make, model, trim, colour, and features are subject to availability and may differ from promotional materials

The Grand Prize Winner is responsible for all costs not expressly included, including:

- travel to collect the vehicle
- registration, licensing, and insurance
- fuel, maintenance, and all operating expenses

The Sponsors are not responsible for insurance. If the winner cannot obtain insurance, the prize will be forfeited.

The prize is:

- non-transferable
- not redeemable for cash
- not substitutable except at the Sponsors' discretion

Limit of one (1) prize per person.

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13. DECLARATION OF WINNER

No Entrant will be declared a winner unless they:

- are confirmed eligible
- correctly answer the skill-testing question
- sign and return all required release documentation

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14. CONTEST MODIFICATION OR CANCELLATION

The Sponsors reserve the right, subject to applicable law, to modify, suspend, or terminate the Contest if it cannot be conducted as intended due to causes beyond their control.

If a prize cannot be awarded as described, the Sponsors reserve the right to substitute a prize of equal or greater value, or a cash equivalent.

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15. DISQUALIFICATION

The Sponsors reserve the right to disqualify any Entrant who:

- violates these Rules
- tampers with the Contest
- submits fraudulent or automated Entries
- acts in a disruptive or abusive manner

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16. RELEASE AND INDEMNIFICATION

By entering, each Entrant:

- releases the Sponsors from any claims arising from participation or prize use; and
- agrees to indemnify the Sponsors against third-party claims related to their participation

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17. LIMITATION OF LIABILITY

The Sponsors are not responsible for:

- lost, late, or misdirected Entries

- technical failures
- unauthorized access to Entries
- any injury or damage related to the Contest or prize

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18. PUBLICITY CONSENT

By entering, each Entrant grants the Sponsors the right to use their name, likeness, voice, and city of residence for promotional purposes, in any media, in perpetuity, without further compensation, unless prohibited by law.

Entrants waive any right to inspect or approve such use.

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19. PRIVACY

Personal information collected will be used solely for the administration of the Contest and in accordance with applicable privacy laws, unless additional consent is provided.