

New Year, New You Wellness Package – Official Rules

(January 2026)

Overview

The New Year, New You Wellness Package is a promotional giveaway presented by the Huntsville/Madison County Convention & Visitors Bureau (Huntsville CVB). Participants can earn entries by checking in with the official **Huntsville Holiday Magic Pass** at participating events, venues, and attractions. Each check-in counts as one (1) entry for a chance to win the grand prize. The grand prize drawing will take place in January 2026, and one winner will be randomly selected.

1. Eligibility

Open to legal residents of the United States who are 18 years or older at the time of entry. Employees of Huntsville/Madison County CVB, its affiliates, agencies, and immediate family or household members are not eligible. Void where prohibited by law.

2. Agreement to Rules

By participating, entrants agree to be fully bound by these rules and the decisions of the Huntsville/Madison County CVB, which are final and binding.

3. Entry Period

Entries are accepted from the start of the Huntsville Holiday Magic campaign period through **11:59 p.m. CST on January 4, 2026**. Each valid check-in through the Holiday Magic Pass counts as one (1) entry. Entries received after **11:59 p.m. CST on January 4, 2026** will not be considered.

4. How to Enter

Participants must check in using the official Huntsville Holiday Magic Pass at designated events, venues, and attractions listed on the program. Each check-in equals one (1) entry. Entries must be made during the active campaign period and comply with all terms and conditions.

5. Prize

The grand prize consists of a **New Year, New You Wellness Package**. Prize components and their approximate retail value (ARV) will be determined and announced by the Huntsville CVB. No cash or prize substitution is permitted except at the CVB's discretion. Prizes are non-transferable and non-refundable. The winner is responsible for any applicable taxes or expenses related to prize acceptance. Acceptance of the prize constitutes permission for Huntsville CVB to use the winner's name, likeness, and entry for promotional purposes without additional compensation, unless prohibited by law.

6. Winner Selection and Notification

One (1) winner will be randomly selected from all eligible entries. The winner will be notified via the contact information provided through the Huntsville Holiday Magic Pass. The winner has thirty (30) calendar days from notification to collect the prize in person at the Huntsville/Madison County Visitor Center, located at 500 Church Street NW, Suite 1, Huntsville, AL 35801. Failure to collect the prize within 30 days may result in forfeiture, and an alternate winner may be selected.

7. Odds

The odds of winning depend on the total number of eligible entries received during the campaign period.

8. Limitation of Liability

By participating, entrants agree to release Huntsville CVB and its affiliates from any liability, loss, or injury arising from participation or prize use.

9. Privacy Policy

Information collected through the Huntsville Holiday Magic Pass is subject to the Huntsville CVB Privacy Policy, available at huntsville.org/privacy-policy.

10. Sponsor

Huntsville/Madison County Convention & Visitors Bureau, 500 Church Street NW, Suite 1, Huntsville, AL 35801.