

Virginia's Blue Ridge Restaurant Week Gift Card Contest – Terms and Conditions

1. Eligibility

- Open to participants who attend Virginia's Blue Ridge Restaurant Week and have a public Instagram account.
- Must be 18 years of age or older to participate.
- Employees of participating restaurants, sponsoring organizations, and their immediate family members are not eligible.

2. How to Enter

To enter the Giveaway, participants must:

- Post a photo of their dining experience at a participating restaurant on Instagram. The post must include the hashtag #VBRRestaurantWeek and be shared from a public account.
- This must be a public post shared on the individual's profile. Stories are not eligible for entry.
- Participants may enter once per unique visit to a participating restaurant. Each entry must feature a different restaurant visit and a unique photo. Duplicate content or multiple entries for the same visit may be disqualified.

3. Entry Period

- The Giveaway runs from May 31, 2025 at 12:00 AM EST to June 8, 2025 at 11:59 PM EST, in alignment with Virginia's Blue Ridge Restaurant Week.
- Entries received after this period will not be considered.

4. Winner Selection

- Winners will be randomly selected.
- While participants may submit multiple entries for different restaurant visits, each person may only win once during the Contest period.

5. Winner Notification

- After the contest closes, Virginia's Blue Ridge (VBR) will post a public message on Instagram announcing that the contest has ended.
- Each participating locality will coordinate directly with winners to arrange pickup of gift cards associated with restaurants in their jurisdiction.
- Winners must respond within 48 hours of initial contact. If no response is received, an alternate winner may be selected.

6. Prize

- Prizes consist of gift cards to local restaurants participating in Virginia's Blue Ridge Restaurant Week.
- Gift card values will vary and may remain undisclosed.
- Prizes are non-transferable and may not be redeemed for cash.

7. Additional Terms

- By entering, participants agree to allow Virginia's Blue Ridge and its partners to use their Instagram handle and content (e.g., photos, captions) for promotional purposes.
- Virginia's Blue Ridge reserves the right to disqualify entries that do not comply with these rules or appear to be fraudulent.