



SAMUEL
ADAMS

**ENTER TO WIN
A GIFT CARD TO THE
CA SKI RESORT
OF YOUR CHOICE!**

**TEXT SKITRIP17 TO 24587
FOR YOUR CHANCE TO WIN**

SAMUEL ADAMS® NORTHERN CA SKI TRIP SWEEPSTAKES No Purchase necessary. Sweepstakes open to U.S. legal residents in CA, HI, NV, AZ, and NM who are 21 years of age or older. Five (5) Grand Prizes – each winner will receive a Gift Card to the CA Ski Resort of Choice in Northern California with an Approximate Retail Value ("ARV") - \$500.00. Sweepstakes begins at 12:01 a.m. EST on 10/26/2016 and ends at 11:59 p.m. EST on 1/3/2017. Prize winners will be selected in a random drawing on or around 1/4/2017. To enter text "SKITRIP17" to shortcode 24587 or Visit <http://www.SamAdamsSkiTrip.com> ("Website") and follow the online instructions to play for a chance to win a prize. Standard text rates may apply; check your wireless plan. Upon entry, you will receive one confirmation message. Text "HELP" for help. "STOP" to cancel. For Official Rules and prize breakdown hand-print your name and complete address on a 3" x 5" card and mail to: SAMUEL ADAMS® NORTHERN CA SKI TRIP SWEEPSTAKES Winners' List Request, 300 West Vine St, BOX 802, Lexington, KY 40507, on or around January 4th, 2017. Void where prohibited.

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