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Sec. 42-295-1. Sweepstakes

For the purposes of sections 42-295 through 42-300, inclusive, of the Connecticut General Statutes, a sweepstakes or a game of skill shall be considered to have represented that there is a strong likelihood that a person will be awarded a prize if it uses any language or format to indicate that:

1) the recipient of the offer is a “finalist” or is in a numerically small group of individuals who are qualified or eligible to win a prize;

2) the recipient of the offer has won or will be awarded a prize, and then such language is qualified by additional language, either before or after the primary language, stating that the receipt of such prize is contingent upon the recipient having the winning number or entry, unless this modifying language is immediately adjacent to the primary language and is conspicuous;

3) the sponsor has “reserved” or is “holding” a prize or a check in the recipient’s name, or uses similar language to indicate that a prize or check is being held in the recipient’s name;

4) the recipient of the offer has been provided with a “Prize Guarantee Seal” or a similar guarantee of winning;

5) the recipient of the offer will “forfeit” or “lose” a prize if the recipient fails to return the entry form; or

6) the envelope containing the sweepstakes offer has been sent by certified mail or private carrier when such is not true.

(Adopted effective November 26, 1999)