

KELLOGG'S FAMILY REWARDS® - JURASSIC WORLD: FALLEN KINGDOM MOVIE TICKET SWEEPSTAKES FAQs

KEY DATES TO REMEMBER:

- Purchase participating products between these dates: 5/1/18 12:00:00AM EST – 8/31/18 11:59:59PM EST
- Submit your receipt(s) by: 9/14/18 (per instructions below)
- Winners must use their movie tickets by 12/31/18

THERE ARE TWO WAYS TO ENTER:

1. SUBMITTING YOUR RECEIPT

Important:

- **Uploading directly to KFR will NOT give entries toward Jurassic World: Fallen Kingdom Movie Ticket Sweepstakes.** Receipts MUST be submitted per instructions on the package and explained below.
- Send only one receipt at a time.
- **Choose either email or text and use that same method for each receipt submission** to assure that you receive the proper credit.

Steps:

1. Take a photo of your receipt using the camera on your mobile device.
 - Photo must include the entire receipt from top to bottom, including all four corners.
 - For longer receipts, take pictures in sections and *submit all photos from one receipt* in the same email or text
 - Ensure the store name, date, bar code (if available), items and prices are **legible** in your image(s)
2. Send:
 - Attach the photo(s) from ONE receipt to an email and send to **MOVIE@KFR.com**
OR
 - Attach the photo(s) from ONE receipt to a text message and send to **short code 89332** with the **message keyword MOVIE**

DETAILS FOR TEXTING YOUR RECEIPT

1. In a new text message, enter the word MOVIE in the message field.
2. In the To/Recipient field enter 89332.
3. Tap the attachment icon (likely a paperclip or camera). Select the photo(s) from ONE receipt from your camera roll and add it to your text message. (*For longer receipts, you can send up to five images per text to show your entire receipt.*)
4. Hit Send. Message and data rates may apply

GENERAL PROMOTION HELPS

Do I need to be a member of Kellogg Family Rewards (KFR) to participate with the Jurassic World: Fallen Kingdom Movie Ticket Sweepstakes?

Yes. Once you earn potential entries, you will receive directions via text or email on how to turn potential entries into actual entries, and through that process will be prompted to register for KFR if you are not already a member. When creating your KFR profile be sure to use the email or phone number you used to submit your receipts in order to link the new KFR account to those receipts.

For New KFR Members – Your initial entry(ies) into a Daily Drawing in the Sweepstakes will be associated with the date that you complete your KFR program registration. Once you are a registered KFR member, any subsequent entries via the automatic entry method will be entered into the Daily Drawing corresponding to the Entry Date of the entry.

Note: During registration if you are not 18 years of age or older, the potential entries will not be turned into actual entries. No additional entries will be earned with subsequent receipt transactions.

For Existing KFR Members - Entries associated with automatic entry method will be entered into the Daily Drawing corresponding to the Entry Date of their entry.

2. NO PURCHASE ENTRY

Mail-in a 3" x 5" piece of paper containing your name, age, address, city, state, zip and daytime phone with your KFR Rewards account name & email address beginning 12 AM ET on April 24, 2018 and ending at 11:59 PM ET on September 14, 2018. Please see Official Rules for complete details.

I uploaded/submitted my receipt to KFR and received points but did not receive sweepstakes entries.

For this offer you must submit the receipt according to the instructions above. You can submit for this offer even if you have already uploaded to KFR for reward points.

I received KFR points from my loyalty card purchase but did not receive sweepstakes entries

Loyalty purchases do not automatically enter you in the sweepstakes. For this offer, you must submit the receipt according to the instructions above.

How will I know if my receipt was accepted and if I earned credit towards the offer?

- When you email or text your receipt you will receive an email or text in response (depending on method of participation) indicating the receipt was received.
- After the receipt is received, it goes through a validation process to make sure the correct products were purchased. Once that process is complete, you will receive a second email or text letting you know how entries you earned OR why the receipt was not accepted. **Allow up to 12 hours** to receive the second confirmation email.
- There will be no response for no purchase/mail-in entries.

Do I have to purchase a product to participate?

No, you can participate using the mail-in option as listed in the Official Rules. However, you do have to be a member of KFR.

What are the participating Kellogg Products?

For a complete list of products and sizes, please click [here](#)

How long is this offer?

Qualifying purchase must be completed between May 1, 2018 and August 31, 2018.

How will I know if I am a winner?

Prize winners will receive their prize via email using the email address stored on file at the time of the drawing. *Note if email is undeliverable or not received for any reason, prize will be forfeit.

Drawings will be held every Thursday for the previous week, and winners will be notified via email with 1-2 weeks after the drawing has been completed.

If you've deleted or haven't received an email containing your Movie Cash™ (\$6 value), it's easy to obtain.

1. Log into your KFR account
2. Go to My Account
3. Select My Orders
4. Select the date you won
5. Here you will find your Movie Cash™ and instructions on how to redeem your reward

Can I enter more than once?

There is a limit of twenty (20) entries per person, email address and/or per KFR Account per Day during the Promotion Period – regardless of the method of entry.

Can I win more than once?

There is a limit one (1) prize per person per Day and limit three (3) prizes per person in total for the Promotion Period.

What is the prize?

Each prize consists of two (2) Movie Tickets (ARV \$24 ea. winner). Each winner will receive an email sent to the email address associated with their KFR account containing one (1) code for two (2) e-Movie Cash tickets. **Each e-Movie Cash ticket is redeemable for one (1) free admission (up to \$12.00) for any movie, any day or time at any participating theater in the e-Movie Cash network.**

Do I have to live in the United States to participate?

All legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry and are registered members of the Kellogg's Family Rewards program.

Where are the Official Rules located?

Please click [here](#) to see the complete Official Rules. * Please note: Employees of Kellogg Company, its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies, and Universal Pictures Marketing, a division of Universal Film Exchanges LLC (collectively "Promotion Entities") and their immediate family members and/or those living in the same household of each are not eligible to participate.

TIPS TO OBTAIN YOUR MOVIE CASH™ REWARD

If you've deleted or haven't received an email containing your Movie Cash™, it's easy to obtain.

1. Log into your KFR account
2. Go to My Account
3. Select My Orders
4. Select the date your reward was earned
5. Here you will find your Movie Cash™ and instructions on how to redeem your reward

MOVIE CASH REDEMPTION EXPERIENCE

Steps to redeem your Movie Cash™

Just follow these simple steps:

1. Locate a theater listed on: www.emoviecashreward.com/locator.
2. Present this certificate to a participating box office window before the consumer date listed on the Movie Cash™.
3. This certificate can be used towards any showing of any movie, at any of the participating theaters.

*Please pay any remaining balance FIRST by CASH only.