



RECYCLE & WIN

7804 Fairview Road, Box #309
Charlotte, North Carolina 28226

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*Made with recycled paper using 10% post-consumer stock.

 **Coca-Cola**
RECYCLE
& WIN

WE'RE MAKING RECYCLING A REWARDING EXPERIENCE

Coca-Cola and BI-LO want to increase recycling in your community.

Look inside for a chance to
WIN A \$50 BI-LO GIFT CARD!

give it back
Coca-Cola BI-LO

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✓ YES!
Please recycle
only these items.



	aluminum cans	plastic bottles	newspapers	cardboard	steel cans	glass bottles	magazines	other
Blythewood	✓	✓ #1-#7	✓	✓	✓		✓	
Cayce	✓	✓ #1-#7	✓		✓	✓ brown, green, clear		
Lexington County	✓	✓ #1-#7	✓	✓	✓	✓ brown, green, clear	✓	office paper & paper board
Lexington (Town)	✓	✓ #1-#7	✓	✓	✓		✓	paper board, office paper & junkmail
Richland County	✓	✓ #1-#7	✓	✓	✓		✓	aerosol cans & paperboard (i.e. cereal boxes)
Springdale	✓	✓ #1, #2	✓	✓	✓		✓	
West Columbia	✓	✓ #1, #2	✓	✓	✓	✓ brown, green, clear	✓	

How To Get Rewarded For Recycling:



Enjoy a refreshing beverage of your choice.



Recycle properly. Put sticker on bin. Place bin so sticker faces the street.



The Recycling Prize Patrol will be on the lookout.

YOU COULD WIN A \$50 BI-LO GIFT CARD!

You could be a lucky winner if the Recycling Prize Patrol spots your Give it Back[®] sticker!



RECYCLE & WIN PROMOTION OFFICIAL AWARD RULES NO PURCHASE NECESSARY TO ENTER OR WIN
 ELIGIBILITY: Open only to residents of Lexington and Richland County, South Carolina (excluding residents in the cities of Aracdia Lakes, Batesburg-Leesville, Eastover, Forrest Acres and Irmo) who are 18 years of age or older as of 11/7/2011. 1. HOW IT WORKS: Beginning 11/7/2011 through 4/30/2012 ("Promotion Period"), the Recycle and Win Prize Patrol will randomly visit neighborhoods in the participating cities and county surround Columbia, SC. The participating cities are Blythewood, Cayce, Lexington, Springdale and West Columbia, SC. Also, residents of Richland County and Lexington County, SC (excluding the cities of Aracdia Lakes, Batesburg-Leesville, Eastover, Forrest Acres and Irmo) will be eligible to participate. The Recycle and Win Prize Patrol will visit the participating areas (approximately once per week during the Promotion Period) and will randomly select four (4) houses that have adhered an Official "Give it Back" sticker ("Sticker") on their recycling bin and properly followed recycling guidelines. One (1) current resident (subject to eligibility) of each of the selected households will win a \$50 BI-LO Gift Card. The Recycle and Win Prize Patrol will make twenty-six (26) visits in the participating areas throughout the Promotion Period and will award four (4) potential prizes per visit. Limit one (1) prize per household. Winning households will be notified by mail about one (1) week after the visit from the Recycle and Win Prize Patrol. The notification will include a toll free number which an eligible resident from the selected household will be required to call the toll free number within ten (10) days to claim the prize, or the prize will be forfeited and an alternate winner will be selected. Valid photo ID will be required to claim prize. An eligible resident is defined as the person(s) to whom the recycling account services are billed. 2. GENERAL RULES: The Approximate Retail Value of each prize is \$50. The odds of winning a prize are wholly dependent upon the number of eligible participants. No substitution, cash redemption or transfer of prize by winner permitted. Gift Cards are not exchangeable or redeemable for cash and are subject to all terms and conditions of use as established by issuer. Sponsor reserves the right to substitute prize for one of equal or greater value. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Acceptance of prize constitutes permission to the Sponsor and the Promotional Participants (i.e., Coca-Cola Bottlers, BI-LO Stores, and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion) to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to release and hold Sponsor, the Promotional Participants and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability of any kind arising out of the acceptance/use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or the acceptance or use of any prize. By participating in this promotion, entrants agree to be bound by the Official Award Rules and the decisions of the judges. Sponsor and the Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion. 3. WINNERS LIST: For the names of winners send a self-addressed, stamped (#10) envelope to: Recycle and Win Winners List (Columbia), 7804 Fairview Road, Box # 309, Charlotte, NC 28226, to be received by 4/15/2012. 4. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.



For more program information
visit, www.cokecolumbia.com