



**FOR IMMEDIATE RELEASE:**

## **The Contest Queen Backs Petition to End the “Excluding Quebec” Contest Rules Clause**

OSHAWA, ON – Have you ever wondered why most contests held in Canada today exclude Quebec from entering? To prevent contest fraud there is a governing body in Quebec called the Régie des alcools, des courses et des jeux. It was created at a time in our history when it was required. Times have changed along with marketing tools and entry methods.

Currently, there is a petition in place to end the requirement for Régie filings.

**Pétition : Modification de la réglementation de la Régie des alcools, des courses et des jeux**  
<https://www.assnat.qc.ca/fr/exprimez-votre-opinion/petition/Petition-4271/index.html>

“Every business, marketing group, ad agency and PR company in Canada should be signing this petition if they hold, host, sponsor or run a contest as it would open up their promotion to an additional 8 million people.” stated Carolyn Wilman, known as The Contest Queen and is a Sweepstakes Management Consultant. “Excluding Quebec is excluding a third of our country. It is a massive amount of prospects, potential clients and customers to by-pass marketing to.”

Currently, if a contest held in Canada with a total prize value over \$100 and would like to be open to all residents, the sponsor must register with the Régie. The Régie requires forms to be filed in advance of the promotion. There is a fee of 3% of the total prize value, security may be required and the winner’s information must be submitted after closing.

Companies exclude Quebec when running a giveaway because they are either not interested in the amount of paperwork required or paying the fees or they can’t meet the Régie timelines because the turnaround time for the contest is shorter than the time it takes to file or all of the above.

It is time for change and that time is now.

### **About the Contest Queen:**

Carolyn Wilman has worked in marketing for over two decades. She combined her business savvy along with her hobby and helped other’s win over \$1,000,000 in prizes by teaching the best entry methodologies in her book *You Can’t Win If You Don’t Enter*. Carolyn also works with companies to create, and viral market, winning promotions maximizing ROI and loyal customers. Her efforts as a Sweepstakes Management Consultant landed her on the cover of Marketing Magazine, was named by MORE Magazine as one of Canada’s Top 40 Women over 40 and featured in the pilot episode of TLC’s High Stakes Sweepers.

*You Can’t Win If You Don’t Enter* is available to order online at ContestQueen.com, Amazon.com, and through wholesale and retail channels worldwide. The Canadian Edition was released February 2006 and the American Edition April 2008. Her 2<sup>nd</sup> (combined) Edition will be released in late 2013.

For more information, please contact Carolyn Wilman at [carolyn@contestqueen.com](mailto:carolyn@contestqueen.com), @ContestQueen or 416.356.1116 ([Full Media Kit](#))

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