

# “THANKS TO YOU” THE 75TH ANNIVERSARY CONTEST

by Roger Fox

Bright, colorful, lots of advertising hype, point of sale materials, and even a special 2 week sale catalogue all with a common logo and all printed by the Canadian Bank Note Company! 12,000,000 game cards, and everyone a potential winner, but extremely difficult to win! The contest ran between September 7, and October 4, with all redemption by October 31, 1997.

There were restrictions from the start as to how you could even get a game card such as a minimum purchase of \$20.00 in the store or gas bar, or the purchase of special advertised items in the flyer or in the store, or you could write the Corporation requesting a game card, and include a self addressed stamped envelope, and the Corporation would send you one.

Once you had your game card, you could only “scratch” 3 of 9 coated squares to qualify for the instant win. (any more than 3 squares revealed, voided the card). If you scratched 3 identical items, you were eligible to win that prize subject to verification, and there were lots of prizes to be won.

Of course the most common prize was \$1.00, and if you were lucky enough to reveal 3 x \$1.00 squares, you were given a special \$1.00 coupon in the same colors and logo as

the contest. These yellow/red coupons were printed on glossy paper and had an expiry date of October 31, 1997. They were printed in both French and English but not bilingual. All of these coupons had a single black serial number with no prefix printed on the obverse bottom center of each note and a watermarked “Thanks to You” logo in the center.

If you did not scratch 3 identical squares, you could fill out the “Pick Your Dream Sweepstakes” entry form on the reverse of the game card and drop the stub in any “Thanks to You” anniversary contest ballot box in any store or gas bar. This entered you into a random draw to be eligible to win one of four “Dream Packages” to be drawn at 10:00 a.m. November 12, 1997, at Home Office by an independent judging organization.

Since both the game card restrictions and the odds of winning even a \$1.00 coupon was tough, most stores ended up with game cards and \$1.00 coupons left over at the end of the contest. It was then left up to each store as to how to dispose of same.

There was a total of 110,000 english and 30,000 french \$1.00 coupons printed up, for a combined total of 140,000.

An example of both the French and English coupon is shown including the reverse.□

