

Terms and Conditions for 2025 Reach for GREAT Colouring Contest

1. The 2025 Reach for GREAT Colouring Contest (“Colouring Contest”) is organised by The Great Eastern Life Assurance Company Limited (“Organiser”) and is open to children aged between Three (3) to Six (6) years (“Contestant(s)”), living in Singapore.
2. The Colouring Contest period is between 26 August 2025 to 16 November 2025 (“Contest Period”). The Organiser reserves the absolute right to shorten or extend the Contest Period if deemed necessary without prior notice. Entries received after the Contest Period will not be entertained.
3. Registration for the Colouring Contest is open to individuals who are Singapore Citizens, Singapore Permanent Residents or dependents of pass/permit holders residing in Singapore with a valid Singapore mailing address and employment pass or work permit.
4. The Colouring Contest mechanics are as follows:
 - a) Parents and legal guardians (the “Applicants”) are required to download the Colouring Contest form and register their particulars via <https://go.greateasternlife.com/colouringcontest2025>. Contestant(s) are to colour and draw/complete the colouring template in the Colouring Contest entry form. Entries without completed information will not be accepted.
 - b) Entries are to be submitted via <https://go.greateasternlife.com/colouringcontest2025>.
 - i) Maximum of 8MB per submission, file formats accepted: .png, .jpg, .pdf.
 - ii) Attachment filename format will be as follows: Full_Name_of_Child, Age i.e. *Tan_Li_San_Thea,5*
 - iii) Applicants will receive an acknowledgement email from Great Eastern after they have sent in their completed colouring template.
 - iv) Applicants must fulfil all the mechanics as set out in these terms and conditions during the Qualifying Period to qualify for the Colouring Contest (each an “Eligible Applicant”, collectively “Eligible Applicants”).
5. Each Applicant can only register once for the Colouring Contest. If an applicant submits more than one registration form, only the first duly completed registration form received by Great Eastern will qualify.
6. Judging criteria:
 - a. Contestant(s) entries for each Contestant will be judged based on creativity and completion of colouring. Contestant(s) may add additional drawings in the colouring section, but it must not contain copyrighted work and must be of an original content/creativity.
 - b. Any colouring tools may be used, including but not limited to colour pencils, crayons, markers, and watercolours.
 - c. Contestant(s) must complete the colouring portions of the Contest entry form by themselves without the assistance from any third party.
 - d. All Contest entry forms must be completed in full and submitted by a parent or legal guardian. The Organiser reserves the right to disqualify entries with invalid or incomplete details.
 - e. All entries must be received by the Organiser on or before the end of the Contest Period.

7. Pictures of the Contest entry forms following certain criteria are accepted:
 - a) Image is well lit.
 - b) Image is clear and is high in resolution.
 - c) Original of the submitted Colouring Contest entry form should be retained by the Contestant(s) till 30 November 2025 for the purpose of validation and qualification.
8. The Organiser shall not be liable or responsible for any delay and/or failure in the receipt of the entry forms.
9. The Organiser is not liable or responsible for any late, lost, incomplete, incorrectly submitted, delayed or misdirected entries.
10. The Organiser reserves the right to disqualify entries (at any stage of the Contest) that do not meet the Contest mechanics and/or have invalid or incomplete details. All decisions made by the Organiser are final and the disqualified Contestant(s) will accordingly have no recourse and/or remedy and/or relief against the Organiser in respect of the said disqualification and/or in respect of any matters relating to and/or arising from this Contest, including the forfeiture of Prizes.
11. All entries shall become the absolute property of the Organiser and may be used for marketing purposes.
12. Applicants must ensure that their particulars registered are true, complete and accurate in all respect, and that Great Eastern may rely on the information provided in the registration form to contact them for the stated purposes including those described in Great Eastern's privacy statement (For example, at registration, the applicants must provide their respective registered mobile numbers and valid email addresses which may be used by Great Eastern for the purpose of sending details of the Colouring Contest).
13. Winners will be announced through the Great Eastern Life website (<https://www.greateasternlife.com>) and/or through Great Eastern's social media platform(s), phone notification or email or whichever mode deemed appropriate by the Organiser. If despite all reasonable efforts the Organiser is unable to locate or contact the winner(s), another winner will be selected.
14. All Prizes must be claimed within one (1) month after the winners have been successfully contacted. Failure to claim Prizes shall result in the Prizes automatically being forfeited, and the Organiser, its agents and financial representatives shall have no liability to the winners in any aspect whatsoever.
15. Should any of the prize winners' parent(s)/legal guardian(s) require a third party to collect the gift(s) on his/her behalf, the authorised person(s) must present the following for verification at the point of collection.
 - a) NRIC/Passport
 - b) Duly completed Authorisation Letter
16. All decisions made by the Organiser in relation to this Contest including but not limited to the selection of winners and forfeiture of Prizes (if any) shall be final, conclusive and binding. No correspondence or appeals will be entertained. The selection of the winners shall be in accordance with the Organiser's satisfaction of the Contest judging criteria and determined at the Organiser's sole and absolute discretion.

17. The Contest Prizes for each category are as follows:

a) Contestant(s)

The winners of each category will be entitled to the following Prizes.

Prizes	Age: Category A (3-4 years old)	Age: Category B (5-6 years old)	Per Winner
1 st	S\$1,500 Popular Gift Vouchers + Micro Mini Deluxe Magic LED worth S\$149	S\$1,500 Popular Gift Vouchers + Micro Junior Luggage Scooter worth S\$249	1) Yeo's Gift Bundle worth S\$175 2) VITAGEN Less Sugar Gift Bundle worth S\$60 3) Ee Sin Lazada Store Voucher worth S\$20 4) Le Petit Society Pencil Case worth S\$28 5) Swensen's Kids Meal worth S\$13.07 6) Winner's Certificate
2 nd	S\$800 Popular Gift Vouchers		
3 rd	S\$500 Popular Gift Vouchers		
4 th	S\$300 Popular Gift Vouchers		
5 th	S\$300 Popular Gift Vouchers		
6 th	S\$300 Popular Gift Vouchers		
7 th	S\$200 Popular Gift Vouchers		
8 th	S\$200 Popular Gift Vouchers		
9 th	S\$200 Popular Gift Vouchers		
10 th	S\$200 Popular Gift Vouchers		

18. Non-cash prizes cannot be exchanged for cash or any other Prizes. The Organiser shall be entitled at its sole and absolute discretion to substitute all or any of the Prizes with items of equivalent value without having to give any prior notification or reasons to the Contestant(s) or winners.

19. The Organiser assumes no responsibility or liability for any damage, loss, harm or injuries resulting from the acceptance or use of any Prizes.

20. Pictures of the Prizes shown in materials related to this Contest are solely for illustration purposes only and may not depict the actual colour, model or specifications of the Prizes and do not include any optional accessories unless otherwise stated.

21. The Organiser reserves the right to use, disclose and publish any of the particulars/pictures/artwork of the Contestants or winners of the Contest, or other personal particulars of them or their parent(s)/legal guardian(s) for any legitimate purpose as deemed appropriate including but not limited to advertising and publicity purposes, without compensation to the winners (or where applicable, their authorised financial representatives). The winners or their duly authorised financial representatives may be required to attend Prize presentations and/or participate in publicity programmes, which the Organiser may from time to time organise in connection with the Contest and if so, such winners or their duly authorised financial representatives should attend such functions at their own cost and expense.

22. The submission of all entries must not contain copyrighted work and in the event, it is found that an entry has breached this regulation, the said breach shall result in the disqualification of the submission of entry of the Contestant(s) at the sole discretion of the Organiser (or where applicable, their authorised financial representatives).

23. If for any reason any aspect of this Contest is not capable of running as planned, the Organiser reserves the right to amend, postpone or cancel the Contest at its absolute discretion.
24. The personal data collected in the Contest entry form and as provided by the parents or guardians of the Contestant for the purpose of this Contest will be processed in accordance with the Personal Data Protection Act 2010 and the Personal Data Protection Notice of the Organiser as available for viewing at <https://www.greateasternlife.com/my/en/terms-and-conditions.html> ("PDPA Notice"). By participating in the Contest, the parent(s) or legal guardian(s) of the Contestant provides his/her consent to the Organiser processing his/her as well as the Contestant's personal data, which includes but is not limited to their name, contact number and address in the manner set out in the PDP Notice and permits the Organiser or authorised financial representatives to contact the parent(s) or legal guardian(s) of the Contestant(s) regarding the Contest and delivery of Prize(s) for this Contest.
25. By participating in this Contest, all parents or legal guardians of the Contestants warrant that all statements and personal details given are true, accurate and complete. The respective parties are also taken to have read, understood and agreed to be bound by these Terms and Conditions, and accept all decisions by the Organiser as final and binding. The Organiser reserves the right at its sole and absolute discretion to change, amend, add or delete any of these Terms and Conditions at any time, which may be communicated through modes of communication deemed suitable by the Organiser, and without prior notice to the parents or legal guardians of the Contestants and the parents or legal guardians of the Contestant(s) hereby agree to be bound by such changes.
26. For any enquiries relating to this Contest, parents or legal guardians may email to colouringcontest@greateasternlife.com
27. Failure or delay by the Organiser to enforce any provision of these Terms and Conditions shall not constitute a waiver of that provision.
28. These terms and conditions shall be governed by and construed in accordance with the laws of Singapore.