

# **Colour Me Up! 2024**

## **Contest Terms & Conditions**

1. The Colour Me Up! 2024 Colouring Contest (“Contest”) is organised by Great Eastern Life Assurance (Malaysia) Berhad (93745-A) (“Organiser”) and is only open to all Malaysian nationals aged between seven (7) to twelve (12) years (“Contestant(s)”) and to all national primary schools nationwide (“School(s)”), except all children of employees (permanent, temporary or on contract basis) of the Organiser.
2. This Contest commences from 9 September 2024 to 15 November 2024 (“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. The Contest mechanics are as follows:
  - 3.1. Contestant(s) are to draw and colour/complete the picture in the Contest entry form by using colouring tools.
  - 3.2. Contestant(s) are to complete the slogan, “GREAT is..” in not more than twenty (20) words.
  - 3.3. Each Contestant may submit more than one (1) entry. However, each Contestant is only entitled to one (1) prize (“Prize”) per person.
  - 3.4. Judging criteria
    - 3.4.1. Contestant(s)  
Entries for each Contestant will be judged on the basis of creativity on colouring, drawing and slogan completion.
    - 3.4.2. School(s)  
School winners will be determined based on the highest participation ratio, i.e. total completed participation divided by total number of students in the School. Should the participation ratio be equal for 2 or more Schools, the date of receipt will be used as the deciding factor (the earlier submission wins).
  - 3.5. All Contest entry forms must be completed in full and signed by a parent or legal guardian. The Organiser reserves the right to disqualify entries with invalid or incomplete details.
  - 3.6. Contest entry form(s) are to be mailed to: Great Eastern Life Assurance (Malaysia) Berhad, Marketing & Customer Management Department, P.O. Box 10395, 50712 Kuala Lumpur, Malaysia.
  - 3.7. All entries must be received by the Organiser on or before the end of the Contest Period (“Closing Date”).
4. Photocopies of the Contest entry forms are accepted.
5. Proof of delivery of the entry forms shall NOT be deemed as proof of receipt by the Organiser.
6. The Organiser shall not be liable or responsible for any delay and/or failure in the receipt of the entry forms.
7. The Organiser is not liable or responsible for any late, lost, incomplete, incorrectly submitted, delayed or misdirected entries.

8. 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. Any colouring tools may be used, including but not limited to colour pencils, crayons, markers, and watercolours.
9. Contestant(s) must complete the colouring and slogan portions of the Contest entry form by themselves without the assistance from any third party(ies).
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) or School(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 will not be returned to the Contestant(s).
12. Winners will be announced through the Great Eastern Life website (<https://www.greateasternlife.com/my>) and/or through 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.
13. All Prizes must be claimed within four (4) months 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 representatives shall have no liability to the winners in any aspect whatsoever.
14. 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.
15. The Contest Prizes for each category are as follows:

14.1 Contestant(s)

- 14.1.1 The winners of each category will be entitled to the following Prizes, along with exclusive Organiser merchandise and certificates:

Category	Placement	Prizes
Category A (7-9 years old)	1st Prize (x1)	PlayStation 5
	2nd Prize (x1)	iPad (WiFi)
	3rd Prize (x1)	Nintendo Switch Lite + 1 game
Category B (10-12 years old)	4th Prize (x1)	Tablet
	5th Prize (x1)	Kids' Smart Watch
	Consolation Prizes (x20)	Colouring stationery set

14.2 School(s)

- 14.2.1 The winners of each School category will be entitled to the following Prizes, along with exclusive Organiser merchandise and certificates:

Category	Placement	Prizes
Category A (1-100 students)	1st Prize (x1)	Notebook + portable printer + air cooler
Category B (101-300 students)	2nd Prize (x1)	Notebook + portable printer
Category C (301-600 students)		
Category D (601-1,000 students)	3rd Prize (x1)	Notebook
Category E (1,001 students & above)	Consolation Prizes (x3)	Air cooler

16. 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.
17. The Organiser assumes no responsibility or liability for any damage, loss, harm or injuries resulting from the acceptance or use of any Prizes.
18. 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.
19. 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 representatives). The winners or their duly authorised 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 representatives should attend such functions at their own cost and expense.
20. 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 representatives).
21. 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.
22. 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>

[conditions.html](#) ("PDP 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 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.

23. 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.
24. Failure or delay by the Organiser to enforce any provision of these Terms and Conditions shall not constitute a waiver of that provision.
25. These terms and conditions shall be governed by and construed in accordance with the laws of Malaysia.

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