



**CHINATOWN-
INTERNATIONAL
DISTRICT BUSINESS
IMPROVEMENT AREA**

OFFICIAL GIVEAWAY RULES

Lunar New Year Celebration – Alaska Airlines & Hawaiian Airlines Ticket Giveaway

Sponsored by the Chinatown-International District Business Improvement Area (CIDBIA). Prize provided by Alaska Airlines and Hawaiian Airlines.

1. SPONSORING ORGANIZATION

This giveaway is organized by the Chinatown-International District Business Improvement Area (CIDBIA), located in Seattle, Washington. CIDBIA is solely responsible for administering this giveaway.

2. GIVEAWAY PERIOD

The giveaway begins on Saturday, March 7, 2026 at 11:00am, at the Lunar New Year Celebration event held at Hing Hay Park, 423 Maynard Ave S, Seattle, WA 98104. Entries will be accepted during the event on March 7, 2026 until 8:00 pm the same day. The winner will be selected on March 17, 2026.

3. ELIGIBILITY

The giveaway is open to all individuals. There is no age requirement or residency requirement to enter or win.

The following individuals are NOT eligible to enter:

- Employees, staff, and event organizers of CIDBIA; and Alaska Air Group.
- Immediate family members (spouse, parent, child, sibling) and members of the same household as any ineligible individual listed above.

Volunteers of the event ARE eligible to enter.

Travel Requirements for Winners: The winner is responsible for meeting all applicable travel requirements, including:

- Any requirements set forth by the FAA and TSA, such as presenting a valid REAL ID or other accepted identification.
- All travel requirements for the country or destination they are traveling to, including but not limited to a valid passport and any required visas.

CIDBIA is not responsible for any inability to travel resulting from failure to meet applicable travel requirements.

4. HOW TO ENTER

There are two (2) ways to enter. Each participant may submit a *maximum of two (2) total entries* - one (1) per entry method. Duplicate entries beyond the allowed limit will be disqualified. Find both entry methods here: <https://lp.unigo.de/lny2026>

A. Entry Method 1 – Food Walk Stamp Card (Purchase Required):



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Pick up a Lunar New Year Food Walk menu/brochure at the Information Booth at Hing Hay Park. Visit any five (5) of the 53 participating businesses and make a purchase of an \$8 featured item at each location to receive a stamp. Once you have collected five (5) stamps on your stamp card, scan the QR code on the front of the Food Walk brochure and upload a photo of your completed stamp card via the entry form. Each completed stamp card submitted counts as one (1) entry. A purchase is required for this entry method.

B. Entry Method 2 – Event Survey (No Purchase Necessary):

Scan the QR code located on the front of the Food Walk brochure or at the Information Booth at Hing Hay Park. Complete and submit the event survey. Each completed survey submitted counts as one (1) entry. No purchase is necessary for this entry method.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A purchase does not increase your chances of winning. The No Purchase Necessary method (Entry Method 2) provides an equal chance of winning.

5. PRIZE

One (1) Grand Prize winner will receive:

1. Two (2) Unrestricted Coach Class (Systemwide-International) round-trip long haul airline tickets valid for travel anywhere Alaska Airlines and Hawaiian Airlines fly to.
2. Each ticket is valued at up to \$3,500. Total prize value is up to \$7,000.

Prize Conditions:

3. No blackout dates apply.
4. Vouchers must be ticketed prior to the expiration date printed on the voucher, which is one (1) year from the date of the event (March 7, 2027).
5. Valid on Alaska Airlines and Hawaiian Airlines only, not codeshare partners
6. Vouchers are non-transferable and may not be sold, bartered, or assigned to another person.
7. Vouchers are subject to the additional terms and conditions outlined on the applicable Travel Authorization Form.
8. All costs not expressly stated as included (e.g., baggage fees, seat upgrades, taxes, transportation to/from airport) are the sole responsibility of the winner.

The prize is non-negotiable and has no cash value. No substitution of prize is permitted except at the sole discretion of CIDBIA.

6. WINNER SELECTION

The winner will be selected by random drawing from all eligible entries received. The drawing will take place on or around March 17, 2026. The odds of winning depend on the total number of eligible entries received.

7. WINNER NOTIFICATION



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The winner will be notified by email and/or phone using the contact information provided at the time of entry. CIDBIA will make three (3) attempts to contact the winner. If the winner cannot be reached within five (5) business days of the first notification attempt, the prize may be forfeited and an alternate winner may be selected. Winners may be required to complete and return an affidavit of eligibility and liability/publicity release within the timeframe specified by CIDBIA.

8. GENERAL CONDITIONS

By entering, participants agree to these Official Rules and the decisions of CIDBIA, which are final and binding in all matters relating to this giveaway. CIDBIA reserves the right to disqualify any entrant who tampers with the entry process, acts in a disruptive manner, or violates these rules. CIDBIA reserves the right to cancel, modify, or suspend this giveaway at any time for any reason.

9. LIMITATION OF LIABILITY

By participating, entrants release and hold harmless CIDBIA and its officers, directors, employees, and agents from any liability, loss, or damage arising from participation in this giveaway or the acceptance, use, or misuse of any prize.

10. PRIVACY

Personal information collected through this giveaway will be used solely for the purpose of administering the giveaway and notifying the winner. CIDBIA will not sell or share entrant information with third parties except as required to administer the prize.

11. GOVERNING LAW

This giveaway is governed by the laws of the State of Washington. Any disputes arising from this giveaway shall be resolved in the courts of King County, Washington.

12. CONTACT

For questions regarding this giveaway, please contact CIDBIA at the Information Booth at Hing Hay Park (423 Maynard Ave S, Seattle, WA 98104) during the event hours, email info@cidbia.org or text/call (206) 571-3436