

## Highly-Prized Answers To Questions About Sweepstakes

(NAPSA)—If you've ever entered a sweepstakes contest, you're not alone. A recent poll of American households revealed that 54 percent have entered them. Consumers enjoy entering sweepstakes, because unlike other games of chance, it offers an opportunity to win without having to buy anything.

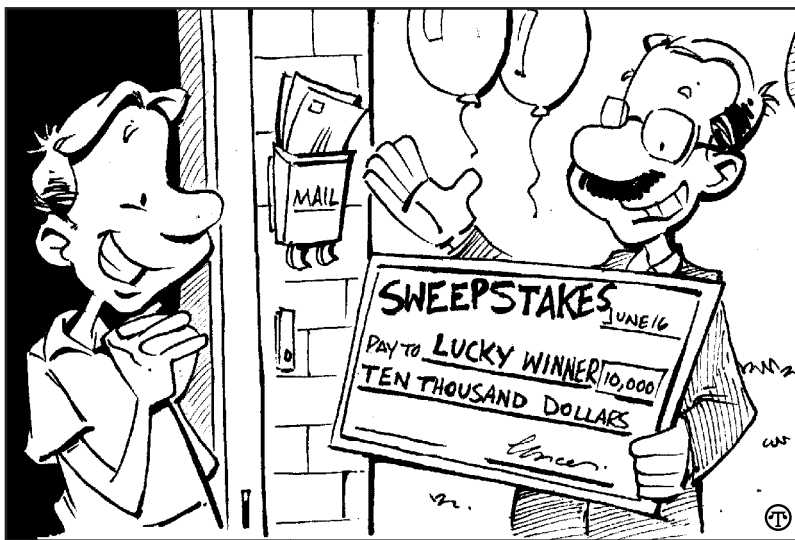
Now consumers with questions about sweepstakes promotions can take advantage of three free resources from the Direct Marketing Association (The DMA).

### A Guide For Consumers

Sweepstakes promotions offer consumers the chance to win money and prizes and give companies a chance to draw attention to their products and services. The DMA, the U.S. Postal Inspection Service, and Call for Action, Inc. have updated *Sweepstakes Advertising: A Consumer's Guide* to help consumers recognize the difference between legitimate sweepstakes and other types of offers.

The Guide details the required disclosures for sweepstakes promotions. It also features information on what is considered a false representation, including:

- Referring to the recipient as a winner, unless that person has actually won a prize.
- The recipient can't be required to order to enter.
- It is illegal to provide a fake check if it does not include a statement on it that it is nonnegotiable and has no cash value.



**A sweepstakes promotion cannot refer to the recipient as a winner unless that person has actually won a prize.**

### Sweepstakes Assistance: A Caregivers Guide

Most consumers understand that no payment is ever required to enter or win a legitimate sweepstakes. However, there are a small number of consumers, especially some older individuals, who may have difficulty understanding that there is no need to place an order or give a cash donation to be eligible to win.

In *A Caregiver's Guide*, The DMA offers relatives, friends and social service professionals a resource to help identify individuals who may need assistance relating to sweepstakes participation. The guide helps readers identify "problem purchasers," and suggests what

questions to ask of these purchasers and the steps you can take to handle the situation.

### Need Help?

The DMA Sweepstakes Help-Line, established in 1999, assists caregivers who have concerns about how the individuals they care for may be participating in sweepstakes. The service is geared to assist adult children and relatives, consumer affairs professionals and social service agencies.

The Sweepstakes Help Line can be reached via e-mail at [sweepstakes@the-dma.org](mailto:sweepstakes@the-dma.org) or by calling The DMA at 202-861-2475. The two booklets on sweepstakes can be accessed on the DMA Web site at [www.dmaconsumers.org](http://www.dmaconsumers.org).