

Infinity Hunt – Terms & Conditions

1. Promoter Information

- The promoter of this competition is Maped Helix, a registered company in the United Kingdom. Registered business address: Building 92, The Pensnett Estate, Kingswinford, West Midlands DY6 7FP.

2. Eligibility

- The promotion is open to residents of the United Kingdom excluding Northern Ireland and the Republic of Ireland, aged one-18. Children may participate with the consent and supervision of a parent or legal guardian.
- Employees of Maped Helix and their immediate families, or anyone professionally connected with the campaign, are excluded.
- By entering the Competition, entrants agree to be bound by these Rules.

3. Campaign Duration

- The campaign will run from Monday 7th July 2025 to Sunday 7th September 2025 (British summer holidays).
- Entries outside this period will not be valid.

4. How to Participate

- 100 Golden Tickets will be randomly hidden inside special edition Maped Infinity pencil packs sold in participating UK retailers.

To enter:

- Find a golden ticket in a participating product.
- Post a photo or video of your golden ticket to a public profile on Instagram, Facebook or TikTok tagging @MapedHelix and using the hashtag #InfinityHunt.
- Enter your details on the official campaign webpage (www.mapedhelix.co.uk/InfinityHunt).
- One valid entry per golden ticket. Duplicates will be disqualified.

5. Prizes

- A total of 100 prizes will be awarded, selected at random from all valid golden ticket entries.
- Prizes include experiences and gifts from the following partners:
 - Butlin's
 - Micro Scooters
 - The Butterfly Farm
 - Booghe Toys
 - The Puppet Company
 - All Jigsaw Puzzles
 - Odeon Cinema
 - Dining Out Card
- Prizes are non-transferable, non-exchangeable and no cash alternative will be offered.

- Maped Helix and listed sponsors reserves the right to substitute a prize with one of equal or greater value.

6. Creative Submissions

- Participants are encouraged to share artwork created with Maped Infinity pencils.
- Selected artworks may be featured in Maped Helix digital campaigns, email marketing, websites, and in-store displays.
- By submitting artwork, you grant Maped Helix a non-exclusive, royalty-free, worldwide licence to use, reproduce, and share your content for promotional purposes.
- Content must be original, not infringe third-party rights, and be appropriate for all ages.

7. Winner Notification

- Winners will be contacted via the details submitted on the official campaign webpage.
- If a winner does not respond within 14 days, the prize may be forfeited and awarded to a reserve winner.
- Valid proof of purchase and golden ticket may be required.

8. Data Protection

- Golden ticket finders who enter their details at www.mapedhelix.co.uk will automatically be added to the Maped Helix mailing list.
- Entrants can unsubscribe at any time.
- If consent is given, personal details may be shared with prize sponsors for promotional and prize fulfilment purposes.
- Your data will be processed in accordance with our Privacy Policy.
- You may withdraw consent at any time, which may invalidate your entry.

9. General

- Maped Helix reserves the right to cancel or amend the campaign if necessary due to unforeseen circumstances.
- By participating, entrants agree to these terms and conditions.
- These terms shall be governed by English law, and disputes will be subject to the exclusive jurisdiction of the English courts.

10. Fraudulent entries

- No third party or bulk entries. If it becomes apparent that either a participant or household is using any means to circumvent this condition such as, and without limitation, multiple email accounts, multiple reproduced or computer-generated entries, using multiple identities, fraudulently falsifying data, acting fraudulently or dishonestly in the opinion of the promoter or otherwise acting in violation of these terms, these participants will be disqualified, and any prize entitlement will be void.