

LAKE EFFECT COMMENT-TO-ENTER SWEEPSTAKES – OFFICIAL RULES

SPONSOR

This promotion (the “Sweepstakes”) is sponsored by HarperCollins Publishers L.L.C. (“HarperCollins”), 195 Broadway, New York, New York 10007.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram.

ENTRY METHOD

NO PURCHASE NECESSARY

To enter, you must have an Instagram account and during the Entry Period post a “Comment” on the designated post on <https://www.instagram.com/eccobooks/> announcing the Sweepstakes in the manner requested. Include the hashtag #SweepstakesEntry as part of your Comment to complete your entry (“Entry”). You will then automatically be entered into the Sweepstakes. If your Entry deviates in any way from the above requirements, you may be disqualified without notice. You may Comment multiple times, but only your first Comment will be considered as an Entry. If you delete your Entry before the end of the Entry Period, you may be disqualified without notice.

Comments may be reviewed and we reserve the right to request removal of or disqualify the following types of Entries without notice: abusive, harassing, threatening or attacking others; defamatory, offensive, obscene, vulgar or depicting violence; hateful in language targeting race/ethnicity, religion, gender, nationality or political beliefs; deliberate disruption of discussion (e.g., trolling); violations of intellectual property rights; spamming; commercial solicitation or solicitation of donations; and link baiting (embedding a link in your comment to draw traffic to your own site).

ELIGIBILITY

The Sweepstakes is open to all legal residents of the United States eighteen (18) years of age and older as of **March 27, 2026** excluding employees and immediate family members of HarperCollins, and its parents, subsidiaries, affiliates, assigns, advertising, promotional and fulfillment agents, attorneys, and other representatives and the persons with whom each of the above are domiciled. Offer void outside the United States and wherever prohibited or restricted by law.

Each entrant in the Sweepstakes must be the rightful holder of the Instagram account used to post the Entry and have the Instagram messaging feature turned on. In the event of a dispute concerning the identity of the holder of the Instagram account, the holder will be deemed to be the person who owns the account according to Instagram’s records. The Instagram account must be opened prior to the commencement of the Sweepstakes.

ENTRY PERIOD

The Sweepstakes will commence on **March 27, 2026 at 12 PM (ET)**. The last entry will be accepted **April 10, 2026 at 12 PM (ET) (comments after this time do not count as entries.)**

SELECTION AND NOTIFICATION OF WINNERS

One (1) potential winner will be selected by a random drawing from among the eligible Entries made during the Entry Period. Potential winners will be chosen by HarperCollins no later than **May 8, 2026**. Potential winners will be notified through a private message sent via the Message feature on their Instagram page and will be required to provide a mailing address to HarperCollins by return message. By responding, you will be disclosing your information to HarperCollins and to Shortstack.com and not to Instagram. Potential winners may be required to execute and return an Affidavit or Declaration of Eligibility and Release (the "Affidavit"). If a potential winner does not respond or return the Affidavit, if requested, within seven (7) days of delivery the prize will be deemed forfeited and an alternate potential winner will be chosen. HarperCollins is under no obligation to publicly announce winners or their Comments.

PRIZES

One (1) winner will receive the following prizes:

One (1) custom *Lake Effect* box. Estimated retail value \$5.32.

One (1) Hardcover copy *Lake Effect* by Cynthia D'Aprix Sweeney. Estimated retail value \$30.00.

One (1) *Lake Effect* beanie. Estimated retail value \$5.13.

One (1) *Lake Effect* ice scraper. Estimated retail value \$1.65.

Total estimated retail value of all prizes: \$42.10

The prizes will be awarded, provided there is at least one (1) eligible Entry. There is no substitution for any prize. Prizes are non-transferable and cannot be sold or redeemed for cash. In the event that a prize is unavailable, HarperCollins reserves the right to substitute a cash payment of equal or greater value for any prize that has a retail value. If the actual value of a prize is less than the stated estimated retail value, the difference will not be awarded. All federal, state and local taxes are the sole responsibility of the winner.

CONDITIONS

By participating, entrants affirm that they have read these Official Rules, agree to be bound by them and the selection of the winner, which shall be final, and waive any right to claim ambiguity in the Sweepstakes and/or these Official Rules. Acceptance of prizes constitutes permission to use each winner's name, likeness, biography, and prize won for purposes of advertising, promotion and publicity without additional compensation, except where prohibited or restricted by law.

The entrants release, discharge, and hold harmless HarperCollins and Instagram, and their respective parents, affiliates, subsidiaries, assigns, attorneys, representatives and agents, including advertising, promotion and fulfillment agencies, from any and all liability or damages arising from the administration of the Sweepstakes and the use or misuse of any prize received in this Sweepstakes, including, without limitation, the following: (i) late, lost, incomplete, delayed, misdirected or unintelligible entries, (ii) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes, (iii) any damage to the entrant's computer, related equipment, data files, and software resulting from entrant's downloading of information regarding the Sweepstakes or participation in the Sweepstakes, and (iv) any personal or other injury resulting from use and enjoyment of the prizes.

HarperCollins may only use the personally identifiable information obtained from the entrants in accordance with its privacy policy, which may be found at:

<https://www.harpercollins.com/pages/privacy-notice-doc-002>

HarperCollins has entered into a license agreement with Pancake Laboratories, Inc. for HarperCollins' use of the Shortstack.com promotions application in connection with the administration of the Sweepstakes. Shortstack.com may store your personally identifiable information in accordance with its privacy policy, which may be found at:

<http://www.shortstack.com/privacy/>

HarperCollins reserves the right, in its sole discretion, to modify, cancel or suspend this Sweepstakes should a virus, bug, computer problem or other causes beyond HarperCollins's control corrupt the administration, security or proper operation of the Sweepstakes.

HarperCollins may prohibit you from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that you are attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking or employing other unfair practices or by abusing other entrants or the representatives of HarperCollins.

ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND, IN SUCH EVENT, HARPERCOLLINS RESERVES THE RIGHT TO PURSUE ITS REMEDIES AND DAMAGES (INCLUDING COSTS AND ATTORNEY'S FEES) TO THE FULLEST EXTENT OF THE LAW.

Any dispute arising from the Sweepstakes will be determined according to the laws of the State of New York, without reference to its conflict of laws principles, and the entrants consent to the personal jurisdiction of the State and Federal Courts located in the State and County of New York over them and agree that such courts have exclusive jurisdiction over all such disputes.

THE ODDS OF WINNING DEPEND UPON THE NUMBER OF ENTRIES RECEIVED.

For the names of the prize winners, e-mail your request to ecco@harpercollins.com no earlier than **April 10, 2026** but no later than **October 10, 2026**. You may also send a self-addressed stamped envelope (postage not required from Vermont residents) to the *Lake Effect* Comment-to-

Enter Sweepstakes, Attn: Ecco, HarperCollins Publishers, 195 Broadway, New York, New York 10007 during the time period above.