



2026 Picture Easter at North Point Contest

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE WILL NOT INCREASE OR IMPROVE YOUR CHANCES OF WINNING.

This giveaway is in no way associated or affiliated with Meta.

ELIGIBILITY. The 2026 Picture Easter at North activation (the “Contest”) is only open to entrants who are permanent legal residents the state of Georgia, who are at least eighteen (18) years old.

TIMING. The Contest entry period begins at 11:00 a.m. Eastern Time (“ET”) on March 1, 2026, and ends at 11:59 p.m. ET on March 27, 2026 (the “Entry Period”). Sponsor’s computer is the official timekeeping device for the Contest.

HOW TO ENTER. There is only one (1) way to enter the Contest as described below. Entrants must enter the Contest by visiting North Point and snapping a photo at the Easter photo station and then tagging @northpointmall on Instagram with that photo. Limit one (1) entry per person.

ODDS OF WINNING: Odds of winning depend on the total combined number of eligible entries received. The potential winner will be chosen at random on March 27, 2026.

WINNER NOTIFICATION: One (1) potential prize winner will be notified via DM on Instagram on or around Marh 27, 2026. The potential prize winner will be required to respond within forty-eight (48) hours of initial prize notification. If a potential winner cannot be contacted directly by Sponsor and/or does not acknowledge notification from Sponsor as required above within forty-eight (48) hours of the first attempt to contact the entrant, then the potential winner may be disqualified and an alternate winner selected by Sponsor in his/her place at random from among all eligible non-winning entries received by Sponsor. In such event, an alternate potential prize winner will be notified as described above.

PRIZE. Subject to the terms and conditions of these Official Rules, six (6) prizes will be awarded in this Contest. The prizes consist of and are limited to one the following:

- Three (3) winners will each receive a \$100 Dillard’s gift card
- Two (2) winners will each receive a \$50 Dillard’s gift card
- One (1) winner will receive a \$25 Dillard’s gift card.

Six (6) winners in total will be awarded ONE of the prizes listed above.

Prize is nontransferable, nonassignable, nonnegotiable, and not redeemable for cash or credit. Prize must be accepted as awarded.