

Time to open contests to Québec residents: Québec abolishes publicity contest rules

November 07, 2023

Québec recently made major revisions to its publicity contest rules. As of Oct. 27, 2023, it repealed both the provisions of the Act respecting lotteries, publicity contests, and amusement machines (Québec) that dealt with publicity contests, and the Rules respecting publicity contests.

These changes now free up contest sponsors who open their publicity contests to residents of Québec from the requirement to register their contests with the provincial contest regulator, known as the Régie des alcools, des courses et des jeux (the Régie). They also do away with other requirements that were specific to contests open to Québec residents, namely:

- i. The obligation to pay a registration fee based on the prize value,
- ii. The obligation to file contest rules and advertisements,
- iii. The obligation to disclose prescribed information in the contest rules and advertisements,
- iv. The obligation to furnish security (if applicable),
- v. The obligation to obtain the Régie's approval prior to modifying the contest, as well as
- vi. The obligation to provide a winners' report.

These major changes come two years after Québec chose to eliminate the above registration and fee requirements for "international" contests.

It is important to note the Régie will continue to oversee contests that were registered before Oct. 27, 2023, regardless of when the contests were launched and therefore contest sponsors must ensure compliance with the previously existing rules, including the filing of the winners' report to confirm the attribution of the prizes, where applicable. It is also important to note that contest sponsors must still ensure compliance with applicable Federal contest requirements, notably those found in the Competition Act (Canada) and the Criminal Code (Canada).

If you have further questions regarding continuing obligations regarding contests, please reach out to any of the contacts listed below.

By

[Alexandra M. Nicol](#), [Vinay Desai](#)

Expertise

[Corporate Commercial](#)

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing unsubscribe@blg.com or manage your subscription preferences at blg.com/MyPreferences. If you feel you have received this message in error please contact communications@blg.com. BLG's privacy policy for publications may be found at blg.com/en/privacy.

© 2024 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.