



PURA Beverage Company — Competition Terms & Conditions

1. Who's Running This Competition

This competition is run by PURA Beverage Company.

2. Who Can Enter

- You must live in South Africa.
- You must be 18 years or older. (Parents/guardians may enter on behalf of little ones.)
- Anyone working for PURA, our agencies, or their immediate families can't enter — sorry fam.

3. When It Runs

The competition starts on **05 December 2025** and ends at midnight on **24 December 2025**. Any entries outside this window won't count (we love enthusiasm, but rules are rules).

4. How to Enter

- Follow **@livealittlepura** on Instagram.
- Post your entry and tag **@livealittlepura** so we can see it.
- Make sure your profile is public — if we can't see it, it unfortunately doesn't count.
- You may enter [once/multiple times – choose your rule].

Note: This competition isn't sponsored, endorsed, or associated with Instagram in any way.

5. The Prize

One winner will receive a year's worth of PURA Kids drinks valued at **R2880**. This equals **12 cases of 24 units (mixed flavour variants) to be delivered in bulk, once off**.

The prize:

- Cannot be swapped for cash.
- Cannot be transferred to someone else.
- Will be delivered within South Africa only.

6. Choosing the Winner

- A winner will be chosen at random from all valid entries **within a week of the competition ending**.
- We'll notify the winner via Instagram DM within 7 days of the competition closing.
- If the winner doesn't reply within 48 hours, we'll choose someone else.
- PURA's decision is final — we pinky-promise to keep it fair.

7. Using Your Content

By entering, you give PURA the thumbs-up to:

- Repost your tagged content on our social platforms,
- Share it for brand and campaign purposes,

- Use it (with credit) in future PURA content.

We won't use your content in paid advertising without checking with you first.

8. Your Privacy Matters

Any personal info you give us will only be used to run this competition — nothing sneaky. We follow POPIA and our own privacy policy to keep your information safe.

9. When We May Need to Disqualify Entries

We may disqualify entries that are:

- Inappropriate or harmful,
- Incomplete or not following the rules,
- From fake accounts or bots,
- Unable to be verified.

We're here for good, clean PURA fun only.

10. Technical Stuff

We're not responsible for:

- Internet issues,
- Missing tags,
- Platform outages,
- Posts that we can't see due to privacy settings.

If something goes wrong outside our control, we'll do our best to keep things fair.

11. Liability

PURA Beverage Company and our affiliates aren't liable for any loss or damage that may occur while entering or using the prize. (We trust you'll enjoy responsibly!)

12. Changes to These Terms

We may tweak or update these Terms & Conditions or cancel the competition if needed. If we do, we'll communicate it clearly on our social channels.

13. By Entering...

You're agreeing to these Terms & Conditions, and you're entering the competition in the spirit of living a little PURA.