

T&C – Leaderboard Segment Winner Grand Prize “1 Year of Le Pain Quotidien Bread”

1. Contest Mechanism

The grand prize will be awarded to the athlete who, on **31/03/2026**, ranks **1st on the Le Pain Quotidien Segment Challenge Leaderboard** (ranking based on total attempts).

The leaderboard is visible directly on the Strava Challenge page.

Eligibility requirements:

- Must reside in Belgium.
- Must complete the sponsored segment at least once between **1 and 31 March 2026**.
- Strava activity privacy settings must be set to **“Everyone”** so attempts are counted.
- Must have an active Strava account.

2. Grand Prize Definition: “1 Year of Le Pain Quotidien Bread”

There’s one Grand prize per segment challenge :

- Le Pain Quotidien Brussels Miles & Meals :
<https://www.strava.com/challenges/5709>
- Le Pain Quotidien Antwerp Miles & Meals :
<https://www.strava.com/challenges/5708>

The winner receives **One year of LPQ breads (400gr or 600gr each)** — equivalent to **one bread per day**.

Prize delivery:

- The prize is granted through a **Tartine Club membership benefit**.
- The winner must either **create a Tartine Club account** or provide the e-mail address linked to their existing account.
- One **daily voucher** will be automatically added to the winner's Tartine Club account.
- Each voucher is valid for **24 hours** and allows the winner to redeem **one 400gr or 600gr bread**.
- Unused vouchers are **not cumulative, non-transferable, and cannot be exchanged** for cash or another product.
- **Prize validity: from 10th of April 2026 till 09th of April 2027.**

Participating stores:

✓ All Le Pain Quotidien locations in Belgium

✗ **Except:** Jambes, Mons, Zaventem, Parvis Saint-Pierre.

3. Tie-Break Rule

If two or more athletes have the same number of attempts:

- The winner will be the athlete who **reached that total first**, based on Strava's official timestamp.

4. Winner Contact Process

LPQ will contact the winner:

- via **Strava Direct Message**, or
- via **email**, if available.

The winner must reply within **7 days** to validate the prize.

If no response is received, LPQ reserves the right to award the prize to the next eligible athlete on the leaderboard.

5. General Conditions

- The prize is personal, non-exchangeable, and cannot be converted to monetary value.
- LPQ reserves the right to verify the authenticity of Strava activities.
- Suspicious, fraudulent, or manipulated activities (GPS anomalies, non-human movement, etc.) may lead to disqualification.
- LPQ may suspend, modify, or cancel the promotion in case of force majeure.