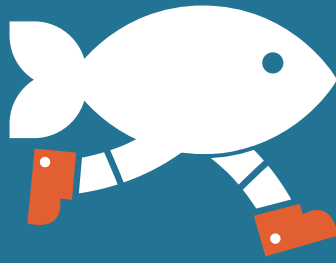


Ironman Lanzarote

# WE LIKE



# FISH

by O.P. ANACEF



## Prize Draw Details

To mark the IRONMAN Lanzarote 2026 event and as part of the “WE LIKE FISH” promotional campaign, ANACEF will be running a prize draw for those attending the event, with the aim of promoting healthy lifestyles and raising awareness of the link between fish, nutrition and sport.

## “WE LIKE FISH” challenge

Participation dynamics

- The aim of the prize draw is:
- To promote the consumption of fish from the OP ANACEF fleet.
- To associate fish with an active, healthy and sporting lifestyle.
- To raise awareness of its nutritional properties (high-quality protein and healthy fats).
- To increase knowledge about responsible, sustainable and high-quality fishing.
- To foster the connection between nutrition, sport and the blue economy.

Scope: Open to all.

Duration: Throughout the campaign period surrounding IRONMAN Lanzarote (20–22 May 2026).

Entry requirements:

Anyone who meets the following criteria may enter:

- Is aged 18 or over.
- Follows the prize draw rules correctly.
- Accepts these terms and conditions.

Those interested may enter the prize draw by visiting the ANACEF information stand set up at the event venue.

To take part, you will need to:

1. Visit the “WE LIKE FISH” stand.
2. Take part in the activities on offer at the stand (informative talks, interactive activities, and a challenge related to nutrition and sport):

The event is structured as an experiential tour through three themed areas, where attendees can engage with informative content, participatory activities and personalised advice.

To enter the prize draw, you must complete the activities on offer.

### **AREA 1: ANACEF INFORMATION STAND**

In this area, participants must:

- Visit the information stand
- Receive information on:
  - Fish species caught by the ANACEF fleet
  - The nutritional benefits of fish
  - Sustainability and responsible fishing
- Take part in games to win promotional merchandise.

Participants will receive confirmation of their entry into the prize draw.

### **AREA 2: NUTRITION & SPORTS COACH**

This area forms the heart of the event, hosting short informative talks delivered by specialist professionals on the relationship between fish consumption, nutrition and sport.

Participants will be able to learn first-hand about the nutritional benefits of fish and its contribution to a balanced diet, improved physical performance and healthy lifestyle habits.

Participants who attend these talks will be entered into the prize draw.

### **AREA 3: VIDEO PODCAST SET**

The third area will be dedicated to the video podcast set, where the public can watch live interviews with experts and professionals who will share their views and insights on the relationship between fish consumption, nutrition and sport.

Guests will also take part in the “We Like Fish” challenge, committing to eating fish at least three times a week as part of a healthy lifestyle.

Likewise, members of the public attending the event will also be able to join this initiative by taking part in the challenge through the following actions:

- Follow the official social media account of the ANACEF Fishery Producers’ Organisation.
- Post their commitment to eat fish more than three times a week.
- Include the official campaign hashtag: #WeLikeFish.

This initiative aims to encourage active participation and broaden the campaign’s reach through direct interaction with attendees and sharing on social media.

You must complete at least two activities to be eligible for the prize draw.

3. Fill in the entry form with your contact details.

Entry forms, bearing a tick to confirm that the participant has completed at least two activities and including the participant’s contact details, will be placed in the ballot box.

4. Place your entry form in the ballot box provided for the prize draw.

Each participant may submit only one entry during the duration of the event.

## Prizes

A total of 4 prizes will be raffled off amongst all participants.

The prizes will consist of:

- Two (2) entries to IRONMAN, valued at €1,000.00 each.
- One (1) bike bag valued at €500.00, and
- One (1) lenticular wheel valued at €1000.00,

With regard to the prizes to be raffled, the specific model of the bicycle case and the set of wheels will be selected by the winner, subject in all cases to the maximum financial limit established for each prize, set at €500.00.

Likewise, in the case of the two (2) IRONMAN entries, each winner will have a maximum amount of €1,000.00 to cover the registration fee for the IRONMAN event of their choice, with this amount being subject to the actual cost of the selected entry.

## Draw procedure

The draw will take place during the event on 22 May at 13:00 via a random selection of the entry forms placed in the box provided at the ANACEF stand.

The following will be selected:

- 4 winners.
- 2 alternates for each prize, in the event of a winner declining or being unable to be contacted. The tickets will be drawn during the prize draw but will not be made public.

## Notification of winners

The winners will be announced during the event and/or contacted subsequently using the details provided on the entry form.

If the winner cannot be contacted within 5 calendar days, the prize will automatically pass to the relevant substitute.

## Terms and conditions

- Entry to the prize draw is free of charge.
- The draw is open to all attendees of the event aged 18 or over.
- Entry implies full acceptance of these terms and conditions.
- The personal data provided will be used solely for the management of the prize draw and activities related to the promotional campaign, in accordance with current data protection regulations.
- Prizes cannot be exchanged for their cash value.
- ANACEF reserves the right to modify the terms of the prize draw for justified reasons related to the organisation of the event.