

Contest Rules for Amplify Canada Online Contest of Pattison Media Ltd.  
(updated December 2022)

A DIVISION OF PATTISON MEDIA LTD. (“PATTISON”)

## **Application**

These rules and regulations (the “**Rules**”) shall apply to the “Amplify” online contest.

## **Eligibility**

The Contest is open to legal residents of Canada (excluding residents of Quebec) who have reached the age of majority in the province in which they reside. No person who is employed by Pattison or its affiliate companies and no family member of such employee shall be entitled to enter the Contest.

In certain cases, minors under the age of majority will be permitted to enter the Contest and be eligible to win the prize(s). In no case, however will a minor be declared a winner without the prior written consent and release of liability of the minor’s parent or legal guardian.

## **How to Enter**

There is no purchase necessary to enter the Contest.

Enter the contest by clicking on the “Enter Contest Here” or comparable button on the website, and by nominating a local business that “Amplifies” your local community, or by completing the other tasks as may be requested throughout the contest.

## **Prizes**

The following prizes will be awarded;

**Grand Prize** - Groceries for a Year, (\$200 x 52 weeks = \$10,400 in Gift Cards) courtesy of Save On Foods. One (1) Grand Prizes will be awarded on August 14<sup>th</sup>, 2023 from eligible entries in Canada.

**Weekly Prizes** – Each Friday from June 19<sup>th</sup> to August 13<sup>th</sup>, 2023 a weekly prize of a \$100 Save On Foods Gift Card will be awarded in each of the following Pattison Markets.

## **British Columbia**

Victoria

Vancouver Island

Vancouver

Chilliwack

Prince George

Kamloops

Merritt

Kelowna

Vernon

Cranbrook

## **Alberta**

Lethbridge

Medicine Hat

Calgary

Red Deer

Edmonton

Grande Prairie

## **Saskatchewan**

Prince Albert

## **Manitoba**

Winnipeg

### **Winners will be chosen by random draw, unless specified otherwise.**

Upon being declared a potential winner, the entrant will be required to answer, unaided, a time-limited mathematical skill-testing question. Upon correctly answering that question, the potential winner will be declared the winner.

### **Value**

No Prize may be exchanged for cash, sold or transferred to any third party.

### **Odds of Winning**

The odds of winning the Contest are dependent on the number of entrants attempting to enter the Contest at any given time. If applicable, the Contest may permit entrants to submit multiple ballots or entries and which may increase the entrants' odds of winning.

### **Liability**

The winner acknowledges that the collection or use of any prize may be inherently dangerous and agrees to release and hold harmless Pattison for any and all damages they may incur through entering the Contest or through the collection or use of the prize. The winner also agrees to sign a standard release and waiver of liability prior to claiming the prize which will generally be provided.

Notwithstanding the execution or provision of the aforementioned standard release and waiver, each entrant and any potential or declared winner, by participating in any entering the Contest, releases Pattison, their subsidiaries, respective divisions, their parent corporations, their advertising and promotional agencies, their shareholders, officers, directors, employees, agents and representatives (hereinafter the "Beneficiaries") from any and all liability for any and all damage, loss or liability suffered as a result of or arising from the entrant's participation in the Contest or the acceptance or use of any Contest prize. In order to be declared a winner and prior to obtaining the prize, any potential or declared winner agrees to sign a declaration to such effect

in the release form. The guest(s) of a winner (or a parent or legal guardian in the case of a minor) will also have to sign such a declaration to that effect in the release form, failing which they will not be able to take part in the prize.

### **Facebook Contests:**

All Facebook contests held by any Pattison Media News Portal, Radio or Television Station are in no way sponsored, endorsed or administered by, or associated with, Facebook. By entering the contest, you are acknowledging this rule and completely releasing Facebook for any and all damages you may incur through entering the Contest or through the collection or use of the prize.

### **BC Lottery Corporation (BCLC) or Western Canada Lottery Corporation (WCLC) Contests and Prizing**

Individuals under the age of 19 years are prohibited from participating in contests that are sponsored by BCLC/WCLC or any contests where BCLC/WCLC provides a prize.

### **Release of Privacy Rights**

By entering the Contest, each declared winner consents to the contest organizers and their representatives using, at their sole discretion and if required, their name, photograph, likeness, testimonial related to the prize, place of residence and/or voice without compensation whatsoever and that, without limit as for the period of use, in any media and on a worldwide scale, for publicity purposes or for any purpose that may be considered relevant. By entering the Contest, participants also agree to be bound by Pattison's Privacy Policy which can be found on our website.

### **General**

Prize winners shall be responsible for all costs and expenses not explicitly stated to form part of the prize.

Pattison may at its sole discretion substitute a prize or a portion thereof with an alternate prize of equal or greater value. Notwithstanding the foregoing, Pattison shall not be responsible to substitute a prize or portion thereof where such prize cannot be redeemed due to factors beyond its reasonable control.

In the event it is impossible, difficult and/or more costly for Pattison to award a prize (or part of a prize) as described in these Rules, the Contest organizers reserve the right to award a prize (or part of a prize) of similar nature and equivalent value or, at their sole discretion, the value of the prize (or of the part of the prize) in cash.

Pattison reserve the right, at their sole discretion, to cancel, terminate, modify or suspend the Contest, in whole or in part, in the case of the occurrence of an event, an error or any human intervention that could corrupt or affect the administration, safety, impartiality or the running of the contest as provided in these Rules.

All decisions of Pattison or those of their representatives regarding this contest are final and binding.

The winner also agrees to abide by the rules and regulations for pick up or delivery of any prize won, any such rules to be provided by Pattison for a particular Contest prize.