



Love Your Lake and Win! Contest

Official Rules and Regulations (the "Contest Rules")

1. THE CONTEST PERIOD

The entry period for the "LOVE YOUR LAKE AND WIN! CONTEST" (herein, "The Contest") commences at 12:01 a.m. Eastern Standard Time ("EST") on JUNE 1ST, 2017 and concludes at 11:59 p.m. EST on AUGUST 31ST, 2017 (the "Contest Period").

2. ELIGIBILITY

The Contest is open to residents of Canada, excluding residents of Quebec, who, at the start of the Contest Period are either eighteen (18) years of age or older or, if under the age of majority in the Province in which they reside, have written permission from a parent or legal guardian to complete the entry form (if underage and deemed to be a winner, the parent or legal guardian must accept the prize). Employees, directors and officers of Canadian Wildlife Federation (the "CWF"), Watersheds Canada (the "Contest Administrators"); and any affiliate (as defined in the *Canada Business Corporations Act*) of the contest Administrators employees, directors and officers of their respective advertising and promotional agencies, as well as those with whom any of the foregoing are domiciled (whether related or not) are not eligible to enter the Contest.

3. HOW TO ENTER

NO PURCHASE NECESSARY.

To enter "The Contest", log into LoveYourLake.ca and click on "The Contest" page. Register your information including name, address and contact information. By submitting your photo you are agreeing to the terms and conditions within. Share a photograph that illustrates how you "love your lake; photograph(s) could show you or others engaged in activities that reflect the ways you enjoy your lake. You can also share your photo(s) via Facebook, Instagram and Twitter using the hashtag #LoveYourLake. Contestants without access to computers can mail an envelope containing their picture(s) including contestant name, address and phone number to CWF - LOVE YOUR LAKE CONTEST, c/o CWF, 350 Michael Cowpland Drive, Kanata, Ontario, K2M 2W1. All entries must be received before 11:59 pm EST, August 31st, 2017.

4. WINNER SELECTION

By Thursday, September 14, 2017, in the offices of CWF, 350 Michael Cowpland Drive, Kanata, Ontario, by an authorized person employed by CWF, one photo will be randomly drawn from all available entries. The first photo drawn will be for the "Prize". The eligible prize winner will be contacted by a representative from the Love Your Lake Program within five (5) business days of the draw by telephone and/or email as provided by the entrant at the time of qualifying. Potential prize winners found to be ineligible, decline to accept the prize or who cannot be for whatever reason contacted

(including failing to return phone calls or emails) within five (5) business days of being notified shall be required to forfeit the prize, and another eligible entrant may be selected in the Contest Administrators' sole discretion.

5. THE PRIZES AND PRIZE VALUES

There is one (1) Prize to be won, including:

- The winner's choice of either a \$100.00 gift card to Canadian Tire or a \$100 gift card to Mountain Equipment Co-op.

6. DEADLINE FOR CLAIMING THE PRIZE

Following confirmation as the Prize winner in accordance with the Contest Rules, the selected entrant will be given instructions and a deadline as to how they must claim their Prize. The potential prize winner, who fails either to claim his/her prize or to inform the Contest Administrators that his/her inability to claim his/her prize before the deadline, as instructed, may be required to forfeit his/her prize and another eligible entrant may be selected in the Contest Administrators sole discretion.

7. ODDS OF WINNING

Odds of winning depend on the total number of eligible entries received during the Contest Period.

8. NO REPRESENTATIONS OR WARRANTIES

None of the Contest Administrators makes any representation or offers any warranty, express or implied, as to the quality or fitness of any prize awarded in connection with the Contest. The Prize winner understands and acknowledges that they cannot seek reimbursement or pursue any legal or equitable remedy from the Contest Administrators should a prize fail to be fit for its purpose or is in any way unsatisfactory to a prize winner.

9. DECLARATION AND RELEASE OF THE PRIZE WINNERS

Before being awarded the Prize, the selected entrant must first:

- (a) Correctly answer, unaided, a time-limited skill-testing mathematical question, and
- (b) The selected entrant and his or her guest (or guest(s)'s custodial parent or legal guardian and Minor, if a Minor is selected) must sign a standard form Declaration and Release of Liability (the "**Release Form**") confirming that by entering the Contest:
 - he or she read, understood and accepted these Contest Rules;
 - that he or she understands that acceptance of the Prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he or she may suffer damage to personal property, serious personal injury, illness or even death;

- that he or she nevertheless freely and voluntarily agrees and does hereby assume any and all risks of personal injury, illness, death arising out of or connected with his or her participation in the Contest and the Prize; and
- that he or she releases, discharges, indemnifies and holds harmless the Contest Administrators and each of their respective directors, officers, employees, independent contractors, representatives, licensors and agents as well as their respective advertising and promotional agencies (collectively, the “Releasees”) from and against any and all liability due to any injuries, damages or losses to any person (including death) or property of any kind, arising in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Prize, or in connection with participation in this Contest or a Contest-related activity, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting the Prize, whether suffered by a prize winner, or by his or her heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

The Release Form will be emailed to the prize winner at the email address provided at the time of entry. The Prize will only be awarded upon (a) verification of the answer to the skill-testing question and (b) return of the fully executed Release Form to the email or fax number provided to the prize winner. Failure to return a signed Release Form as instructed by the Contest Administrators will result in disqualification. The prize winner is responsible for obtaining and returning a signed copy of the Release Form.

10. PRIZE SUBSTITUTION

The Prize and prize portions are non-exchangeable, non-transferable, non-refundable, have no cash surrender value and must be accepted as awarded with no substitutions, except as may be decided by the Contest Administrators in their sole and absolute discretion. Contest administrators reserve the right, in their sole discretion, to substitute and/or modify a prize, or prize portion, with a prize of equal or greater value for any reason. Should the prize winner be unable to claim their prize or prize portion as awarded, their rights to that prize or prize portion may be forfeited, to be determined in the Contest Administrators sole discretion.

11. TERMINATION/MODIFICATION

Subject to applicable law, the Contest Administrators reserve the right to cancel, suspend, terminate, and/or modify the Contest Rules or administration of the Contest, in whole or in part, without prior notice with no obligation or liability, including, if for any reason, the Contest is not capable of running as planned, whether due to technical failure, tampering, fraud, corruption of security or other causes beyond the control of the Contest Administrators. The Releasees are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply a prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request

proves to be invalid), equipment failure, threatened terrorist acts, terrorists acts, air raid, blackout, act of public enemy, earthquake, volcanic eruption, tsunami, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labour or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, performers' illness, injury or death, or any other cause beyond the Releasees' sole control.

12. OWNERSHIP OF ENTRIES

Subject to the terms contained in Section 14 below, all entries and submitted materials shall become the property of the Contest Administrators and their advertising and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure and/or technical malfunction of the telephone network, on-line computer systems of equipment, servers, access providers, software, poor reception, technical problems, and failure of any email or submission or due to any other reason regardless of cause.

Subject to the following terms, copyright in all photographs submitted for this Contest remains with the respective entrants. However, by entering the Contest each entrant expressly grants (or warrants that the owner of such materials expressly grants) the Contest Administrators a non-exclusive, worldwide, irrevocable, perpetual license to use, feature, publish, reprint, reproduce, sell for profit, and/or display any or all of the submitted photographs in any of its publications, its websites, and/or in any promotional or exhibition material connected to this Contest or other future uses as the Contest Administrators determine. Each entrant also permits CWF and Watersheds Canada to use his or her name in connection with his or her photograph, and irrevocably acknowledges that he or she has no interest or claim on any proceeds realized by the Contest Administrators should his or her photograph(s) be sold by the Contest Administrators, including sale for profit. In the event of any such sale, the entrant hereby irrevocably assigns his or her interest in any such sale proceeds to the Contest Administrators.

13. PUBLICITY

By entering the Contest, each entrant consents to the use of his or her name, city of residence, photograph, voice, likeness, image or any other aspect of his or her personality for any publicity and programming purposes, commercial or otherwise, throughout the world, in all media, in perpetuity, by the Contest Administrators, promoters and their advertising and promotional agencies, without any payment or compensation.

14. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION

By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the "**Registrant Information**"), each Contest entrant grants permission to the Contest Administrators to collect and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the prize winner. No correspondence will take place between the Contest Administrators and the entrants except in connection with the Contest and, in the case of a prize winner, as a result of entering the Contest and winning a prize.

15. TAMPERING

If for any reason the Contest is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the reasonable control of the Contest Administrators that corrupts, impairs or affects the administration, security, fairness, integrity, or proper conduct of this Contest, the Contest Administrators reserve the right, at their sole discretion, to cancel, terminate, modify, extend or suspend the Contest and/or prizes. The Contest Administrators further reserve the right to disqualify, from this Contest and future contests of the Contest Administrators, any individual who tampers with or in any way corrupts the entry process. The Contest Administrators may prohibit an entrant from participating in the Contest, future contests of the Contest Administrators and/or winning a prize(s) if, in the Contest Administrators' sole discretion, the Contest Administrators determine that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any unlawful or unfair playing practices relating to the Contest (including but not limited to the use of automated quick entry programs), prize(s) or intending to annoy, abuse, threaten or harass any other entrants or the Contest Administrators representatives. **Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the Contest may be in violation of criminal and civil laws and should such an attempt be made, the Contest Administrators reserve the right to seek remedies and damages (including lawyers' fees) from any such entrant or any other individual to the fullest extent permitted by law, including criminal prosecution.**

16. LIMITATION OF LIABILITY

By entering the Contest, the entrant agrees that the Releasees shall have no liability and shall be held harmless by the entrant for any damage, loss or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use, enjoyment or misuse of the Prize, or while preparing for, participating in any Contest-related or Prize-related activity. The Releasees are not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by any of the Releasees, users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions that may cause damage to a user's system or limit a potential entrant's ability to participate in the Contest.

17. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These Contest Rules are available at the Website and at the main office of the Canadian Wildlife Federation, 350 Michael Cowpland Drive, Kanata, Ontario.

18. COMPLIANCE WITH CONTEST RULES

All entrants agree to abide by the Contest Rules, which are subject to change at any time without prior notice at the sole discretion of the Contest Administrators.

19. COMPLIANCE WITH LAWS

This Contest is void where prohibited or restricted by law and is subject to all federal, provincial, territorial and municipal laws and regulations of Canada and of each province, territory and municipality of Canada, respectively.

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