

2018 Barrie Advance Readers' Choice Awards

1. Agreement: These rules govern the “Barrie Advance Readers’ Choice Awards Reader Contest” (the “**Contest**”). No purchase is necessary to enter the Contest. The act of entering the Contest constitutes acceptance of the Contest rules and the decisions of the Contest judges, which decision shall be final and binding on all entrants.

2. Sponsors: The Contest Sponsors are The Barrie Advance (a division of Metroland Media Group Ltd.) (the “**Sponsors**”).

3. Eligibility: The Contest is open to all residents of Ontario that have reached the age of majority, except for employees, their immediate families and anyone living with any employee of either of the Sponsors or any affiliate, advertising or promotional agency of the Sponsors. Limit of one (1) entry per household. Incomplete or illegible entries, mechanically or electronically reproduced entries will not be accepted and will be disqualified. For greater certainty, multiple computer program generated email entries will also be disqualified.

4. Contest: Enter the Contest by going to www.simcoe.com and following the prompts and filling out the on-line ballot. The Contest begins at 12:01 a.m. on May 10, 2018 and ends at 5:00 p.m. on July 9, 2018. The winners will be chosen by random draw, which will take place on July 27, 2017 at 10 a.m. The winners will be contacted by telephone or email by a representative of the Sponsors, and must reply within 48 hours to maintain eligibility. If the potential winner cannot be contacted within this time period or fails to respond to any attempted contact, such potential winner will be disqualified, his/her entry will be declared null and void and the Sponsors reserves the right, in their sole and absolute discretion, to select at random another eligible entry, in which event these provisions shall apply to such other eligible entry. In order to be eligible to win, the winner must correctly answer a mathematical skill-testing question.

5. Prize: One (1) winner will receive one (1) gift certificate valued at \$300, valid for use at a Readers’ Choice winner of their choice. Not redeemable for cash. All applicable taxes, registration fees, licensing fees and any other expenses of any kind are not included and are the sole responsibility of each prize winner. Each prize winner must contact Barrie Advance (21 Patterson Road, Barrie, ON, L4N 7W6, 705-726-0573) to collect the prize won. If the prize winner does not contact Barrie Advance to claim and make arrangements for redemption of the prize within 5 days following the draw, the next eligible entry selected by random draw will be contacted, and the first entrant selected will have no further claim to the prize. The Sponsors are not responsible for unclaimed prizes.

6. Release: Prior to receiving the prize, each winner will be required to show valid photo ID and to sign a declaration of eligibility and release form releasing the Sponsors and its respective related parties from any and all liability in connection with the Contest and/or the prize, confirming compliance with the rules and consenting to the use of his or her name and photograph, in any and all forms of media, without further compensation, in any publicity carried out by the Sponsors and/or their advertising and promotional agencies. The signed form must be

received within 48 hours of notification or the prize may be forfeited and awarded to an alternate entrant.

7. Privacy: The Sponsors may use your personal contact information to administer this contest, including contacting, announcing and promoting prizewinners. In addition, we may use this information to send participants that have attained the age of majority to send such participants offers or information from us, our affiliates and from selected sponsors or advertisers (“**Marketing Offers**”). If you do not wish to receive Marketing Offers, you may opt-out at any time by: following the instructions at the bottom of any email Marketing Offer you receive, informing your telemarketer at the time you are called with a Marketing Offer, calling (705)726-0573 x250 and requesting that your personal information not be used for Marketing Offers, or emailing eallain@simcoe.com and requesting that your personal information not be used for Marketing Offers. Contests are run in compliance with the privacy code of Metroland Media Group Ltd., which may be found in full at <http://notices.torstar.com/privacy-policy/index.html>

8. Banning: The Sponsors may, in its sole discretion, prohibit any person from entering any Contest whom it believes to be abusing the rules. Such abuse includes but is not limited to entering false information and entering more than once.

9. Other: Odds of winning depend on the number of eligible entries received. This Contest is governed by the laws of Ontario and the laws of Canada applicable therein and is void where prohibited by law. The Sponsors reserves the right to cancel or modify the Contest or the Contest rules at any time without notice. All prizes must be accepted as awarded, are non-transferable and are not convertible to cash. The Sponsors reserves the right to substitute any prize or portion of the prize with a prize of equal or greater value. All prizes are awarded as-is and no warranties or guarantees are implied or expressed, beyond the standard manufacturer's warranty. The Sponsors is not liable for any lost, late, misdirected or stolen entries or inability to process entries, or any errors, damage or negligence that may arise in connection with this Contest, including technical failures on the part of Contest software, virus, website down-time, human error or property damage incurred by any Contest entrant. The Sponsors is not responsible for any errors or omissions in printing or advertising this Contest. Use of any automated system including robotic or form filling software to enter or participate in this Contest is prohibited and will result in disqualification of all entries by anyone using such assistance. If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the authorized account holder of the email address provided at time of entry. Authorized account holder is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.