

## **“Why I Love Canada Video Contest” Contest Rules**

1. Agreement: These rules govern the “Why I Love Canada Video 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 sponsor is Metroland Media Group Ltd. (“Sponsor”).

3. Eligibility: The Contest is open to all residents of Halton Region, Regional Municipality of Niagara and the Regional Municipality of Hamilton–Wentworth of all ages 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.

All entrants are required to submit their full legal name, age, city/town of residence, telephone number and email address. The selected winner will be required to provide proof of age and residency, and parental/guardian consent, if applicable. An entrant who is below the age of majority in Ontario must have the consent of their parent or legal guardian to enter the Contest and to submit their personal information in connection with the Contest. By submitting an entry to the Contest, any entrant who is below the age of majority is stating that they have such consent.

Limit of one (1) entry per person. Collaborative entries are not permitted. If more than one person appears in the video, the prize will be awarded to the entrant who submits the video. 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.

There is no fee to enter the Contest. No purchase is necessary.

4. Video Guidelines: By submitting a video, the entrant confirms that the submission is an original work, and no part of the submission is plagiarized. No copyrighted materials (songs, images, etc.) or material protected by other intellectual property rights may be used without proper permission from the owner. Any entry submitted with material owned by third parties without all proper permission for use will be disqualified. The Sponsors are not responsible for any third party’s rights violation by an entrant and you shall be held liable for such violation. Your entry (or anything related to it) and your video must not contain anything that (i) infringes, misappropriates or violates a third party’s patent, copyright, trademark, trade secret, moral rights or other intellectual property rights, or rights of publicity or privacy; (ii) violates, or encourages any conduct that would violate, any applicable law or regulation or would give rise to civil or legal liability; (iii) is fraudulent, false, misleading or deceptive; (iv) is defamatory, obscene, pornographic, vulgar or offensive; (v) promotes discrimination, bigotry, racism, hatred, harassment or harm against any individual or group (which include, but are not limited to, race, sex, creed, national origin, religious affiliation, marital status, sexual orientation, gender identity, or language); (vi) is violent or threatening or promotes violence or actions that are threatening to any other person; (vii) promotes illegal or harmful activities or substances; (viii) contains information or materials embodying the names, images, likenesses, voices, or other indicia identifying any third person (living or dead), such as personal names, e-mail addresses or street addresses, including, without limitation, those of celebrities and/or other public or private figures, living or dead, (ix) uses the brand names, trade names, or trade-marks of any third parties, or (x) in Sponsor’s sole discretion, does at least one of the following: insults, attacks, harasses, bullies, threatens, demeans or impersonates others; contains “hate speech,” whether directed at an individual or a group, based on membership within certain categories targets minors or promotes products or services that are illegal for use by minors in their jurisdiction, or that are deemed to be unsafe or inappropriate; contains adult content, including nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative; contains content that is shocking, sensational or disrespectful, or portrays excessive violence; is otherwise obscene, offensive, or inappropriate; or links

to or promotes a webpage; or otherwise make available any unsolicited or unauthorized advertising, “commercial pitch,” promotional materials, junk mail, spam, pyramid schemes, or any other form of solicitation.

By entering this Contest and submitting an entry and a video, you (i) grant to Sponsor the right to use any material related to your entry (including the video) for use in any and all manner, format, or media whether now known or hereafter devised (which use may include without limitation, editing, reformatting, modifying, publishing, posting, distributing, displaying, and transmitting for print, audio, visual, digital, or broadcast media and the like), for any purpose, including without limitation, the Contest and advertising Sponsors or Sponsors products, services and organization; (ii) represent and warrant that, if applicable, you have obtained all relevant authorizations and rights from third parties to use their material in your Video for the uses contemplated herein, and (iii) agree you will further sign a release to this effect, if requested by the Sponsors .

Contest video submissions may be aired on additional channels such as Cogeco TV, its shows and affiliates.

The subject of the entry must reflect on Canadian culture, history or identity.

Once an entry is submitted to the Contest, it will be vetted by the Online Editor of InsideHalton.com (the “Editor”) to ensure compliance with the Official Rules. The Editor reserves the right in its sole discretion to disqualify any submission which does not appropriately address the question, which is otherwise deemed inappropriate or otherwise in breach of the Official Rules. Once vetted, the video will appear on the Contest website ([www.insidehalton.com](http://www.insidehalton.com)). You acknowledge and agree that your entry and video may be posted online for public viewing

5. Contest: Enter the Contest by going to [www.insidehalton.com](http://www.insidehalton.com) and following the prompts, filling out the on-line ballot and including the link to your “Why I Love Canada” YouTube video of no more than two minutes. The Contest begins at 12:01 a.m. on April 6, 2017 and ends at 11:59 p.m. on June 2, 2017. An entrant under the age of 18 must have the consent of his/her parent or legal guardian to submit his/her personal information in order to enter the Contest. The parent or legal guardian must complete all the required fields of the relevant portion of the entry form, including his/her name and address. If a parent or legal guardian does not provide consent, the entry will be disqualified. The winner will be chosen by public voting at [insidehalton.com](http://insidehalton.com), which begins at 12:01 p.m. June 9, 2017 and ends at 11:59 a.m. June 26, 2017. The Contest entrant of the video that receives the most votes will be awarded the prize. The winner 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.

If the winner is under the age of 18, the parent or legal guardian of the potential winner will be contacted by telephone or email by a representative of the Sponsor, and must reply within 48 hours to maintain eligibility. If the parent or legal guardian of 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 Sponsor reserves the right, in its 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 parent or legal guardian of the potential winner must correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid.

6. Prize: One (1) prize is available to be won, consisting of a one (1) travel voucher with a retail value of One Thousand Dollars (\$1,000.00 CDN) (the "Prize") courtesy of and redeemable only at Carlson Wagonlit Travel, 2201 Brant Street, Burlington Ontario (the "Prize Supplier"). Travel reservations do not have an expiry date. Winner may include one or more guests in the travel booking provided that the winner's guest(s) are of the age of majority in their province or territory of residence, are the minor children or ward(s) of the winner or have the express prior written consent of his/her parent or legal guardian to accompany winner, in a form satisfactory to Sponsor. Winner and any guest(s) must have, and are responsible for obtaining all required passports and other travel documentation, if any and be legally eligible to travel to all destinations booked. Winner and guest(s) are solely responsible for transportation to and from the applicable airport and all other expenses not specifically included in winner's purchase made with the Prize, including but not limited to baggage fees, gratuities, souvenirs, local and long distance telephone calls, medical expenses and vaccinations, taxes, travel and cancellation insurance, travel visas and all personal expenses of any kind. A minimum of one person in the travel party, either the winner or guest(s), must hold a valid credit card to cover any incidentals or fulfil any other requirement that may be required by the hotel (if applicable). It is recommended that the winner and guest(s) obtain sufficient personal insurance prior to departure. All trip bookings with Prize Supplier are subject to Prize Supplier booking terms and conditions; to which winner and guest(s) acknowledge agree to adhere to. No responsibility is assumed by the Sponsor for cancelled, delayed, suspended or rescheduled events or travel for any reason whatsoever. Transportation and accommodations are subject to availability, as well as all applicable hotel, airline, airport, government or other restrictions and regulations. Other restrictions may apply.

The potential winner must go to the Sponsor's office at 5046 Mainway, Unit #2, Burlington, ON to collect the prize won. If the potential winner does not claim the prize within one (1) day of notification, another eligible entry will be selected and contacted and the first selected entrant will have no further claim to the prize. Sponsor will not mail or courier the prize and is not responsible for unclaimed prizes. If the winner is unable or unwilling to accept or otherwise redeem a prize on the terms it is awarded, the prize shall be forfeited and no cash or substitutes will be provided in whole or in part. The prize cannot be transferred or substituted and the event will not be rescheduled if a winner cannot attend. Unauthorized use, reproduction or resale is prohibited. The prize will not be replaced or replenished if lost, stolen, used incorrectly or without authorization.

In order to be eligible to win a prize, each selected entrant must correctly answer a mathematical skill- testing question without assistance or mechanical or electronic aid.

7. Release: Release, Copyright Assignment and Waiver of Moral Rights: Each entrant irrevocably assigns and transfers to the Sponsor any and all rights, title, and interest in each video submitted including, without limitation, all copyright. Sponsor shall have the right in perpetuity to reproduce, copy, display, distribute, edit or modify any entrant's photo for use in connection with this Contest or other marketing and advertising purposes, and each entrant waives any and all moral rights he/she may have in any photo submitted. Each entrant agrees to complete and sign all documents necessary to confirm the rights granted under these official rules. By entering this Contest, each entrant consents to the posting of his or her entry, including any photo or related caption or comment, and the use of his or her name, likeness, image, photograph, and comments online, in connection with the Contest, without any further notice, review, approval, consent or compensation. In addition, each entrant acknowledges and agrees that posting a video online brings that video within public view, and the Sponsor will not be held liable for any copying, reproducing, re-posting, or unlawful use of the posted video, or any other injury, damage or loss to entrant or any other person that may result. As a condition of being declared a winner and prior to being awarded the prize, each selected entrant will be required to show valid photo ID and to sign a declaration of eligibility and release form (i) releasing the Sponsor and its related parties, as well as YouTube, from any and all liability in connection with the Contest and/or the prize; (ii) confirming compliance with these Contest rules; (iii) 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 Sponsor and/or its advertising and promotional agencies; and (iv) assigning all intellectual property rights, including copyright, in the photograph to the Sponsor and waiving his/her moral rights in the photograph. If a potential winner is under the age of majority, his/her parent or legal guardian must also sign and return the declaration of eligibility and release form.

8. Indemnity: By participating in this Contest, you agree to defend, indemnify and hold harmless the Sponsor, and its parent, subsidiaries, affiliates and/or related companies and each of their officers, directors, shareholders, employees, advisors, assignees, agents, licensees, representatives, advertising, media buyers and promotional agencies from any and all damages, injuries, claims, causes of action, or losses of any kind (including but not limited to lawyers' fees) arising out of or relating to your participation in the Contest; your receipt or use of any prize; your violation of any term of these Contest rules; your violation of

any third party right, including without limitation any copyright, property, or privacy right; or any claim that your submission caused any type of damage to a third party.

9. Privacy: We use your personal contact information to administer this Contest, including contacting, announcing and promoting prizewinners. The Contest is run in compliance with the Metroland Media Group privacy code, which may be found in full at <http://www.metroland.com/privacy-policy>

10. 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.

11. Other: Odds of winning depend on the number and caliber 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.

12. YouTube Disclaimer and Release: This Contest is in no way sponsored, endorsed or administered by, or associated with, YouTube. You understand that you are providing your information to the Sponsor and not to YouTube. Any questions, comments or complaints must be directed to the Sponsor, and not to YouTube. By participating in the Contest, each entrant releases and agrees to indemnify YouTube and hold it harmless from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in

part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related or prize-related activity, or the receipt, enjoyment, participation in, use or misuse, of any Contest or prize-related activity, whether hosted by Sponsor or a third party.