The Northumberland News’ 2015 READERS’ CHOICE CONTEST

1. **Agreement:** These rules govern Northumberland News’ 2015 Readers’ Choice 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 decisions shall be final and binding upon all entrants.

2. **Sponsor:** The Contest sponsor is The Northumberland News, a publication of Metroland Media Group Ltd.

3. **Eligibility:** The Contest is open to all residents of Northumberland County, 18 years of age or older, except for employees, their immediate families and anyone living with any employee of the Sponsor or its or their corporate affiliates, advertising or promotional agencies. Limit of one entry per person. A minimum of 10 categories must be voted in to be eligible for the draw. Incomplete or ineligible entries, bulk drop offs, photocopies, scanned copies, facsimiles or other mechanically or electronically reproduced entries will not be accepted and will be disqualified.

4. **Contest:** To enter the contest, visit [www.northumberlandnews.com](http://www.northumberlandnews.com) and click on Reader’s Choice box. Register your name, address, e-mail address and phone number and vote for your favorite business amongst the Nominees in the following categories: Best Shopping, Best Entertainment, Best Place for Food & Drink, Best Service, Best Accommodation – you may only cast one vote per heading. You must vote in a minimum of 10 categories to be eligible for the draw. The Contest begins at 9:00am on Thursday, September 3rd, 2015 and ends at 11:59pm Friday, October 16, 2015. The potential winner will be chosen by random draw, which will take place at 884 Division Street at 9:00 am Monday, October 19, 2015. 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 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 which event these provisions shall apply to such other eligible entry. In order to be eligible to win, the potential winners must each correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid.

5. **Prize:** One prize is available to be won: One winner will receive a $100 Northumberland Mall gift certificate and a $100 M&M Meats gift certificate to be redeemed at any Northumberland Mall retail store and any M&M Meat Shop. Winners must come to Northumberland News at 884 Division Street, Cobourg K9A 5V6 to collect the prize won. If a winner does not claim the prize within seven days of notification, the next eligible entry selected by random draw will be 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.
6: Release: Prior to receiving the prize, the winners will each be required to show valid photo ID and to sign a declaration of eligibility and release form releasing the Sponsor and its 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, without further compensation, in any publicity carried out by the Sponsor and/or its advertising and promotional agencies. The signed form must be received by Sponsor within 7 days of notification or the prize may be forfeited and awarded to an alternate entrant.

7. Privacy: We use your personal contact information to administer contests, including contacting, announcing and promoting prizewinners. The Contest is run in compliance with Metroland Media privacy code, which may be found in full at http://www.metroland.com/page/Privacy%20Policy

8: Banning: The Sponsor may, in its sole discretion, prohibit any person from entering the Contest whom it believes to be abusing the rules. Such abuse includes entering false information and registering 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 Sponsor 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-transferrable and are not convertible to cash. The Sponsor 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. Sponsor 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 website or Contest software, viruses, website disruptions, malfunctions or website down-time, human error or property damage incurred by any Contest entrant. Sponsor 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.