

CONTEST RULES

Maple Prize Pack Giveaway

OFFICIAL CONTEST RULES ("Contest Rules" or "Rules")

How to participate:

Starting March 13, 2021 through to April 5, 2021 ("the Contest Period"), social media users (profiles) are eligible to enter for a chance to win a Maple Prize Pack upon completion of the outlined requirements (known as "the Contest") on CVC's social media platforms, including Facebook, Instagram and Twitter. The contest is sponsored by Credit Valley Conservation (known as the "Contest Sponsor") and is open to legal residents of Ontario over the legal age of majority of 18+.

1. ELIGIBILITY.

a) To be eligible for this Contest, an individual must be a legal resident of Ontario (excluding the Province of Quebec) who is over the age of majority of 18. Do not enter the Contest if you are not a legal resident of Ontario over the age of majority of 18. Contest is void in whole outside the Province of Ontario. Entry in this Contest constitutes each entrant's acceptance of, and agreement to be legally bound by, these Contest Rules.

b) Employees, representatives and agents of the Contest Sponsor and the household members (whether related or not) and/or the immediate family of any of the above, are not eligible to participate in the Contest. For the purpose of these Contest Rules, "immediate family" means husband, wife, spouse, common law spouse, mother, father, grandmother, grandfather, brother, sister, son and/or daughter, whether or not they reside in the same household.

c) Contest Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof to the complete satisfaction of Contest Sponsor may result in disqualification. All personal and other information requested by and supplied to Contest Sponsor for the purpose of this Contest must be truthful, complete, accurate and in no way misleading. Contest Sponsor reserves the right to disqualify any entry or entrant in its and their sole discretion, should any entry or entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

2. CONTEST PERIOD.

The Contest opens on March 13, 2021 at 12:01 a.m. EST and closes on April 5, 2021 11:59 p.m. EST (the "Contest Period").

3. HOW TO ENTER.

a) To enter the Contest: To earn one (1) entry (an "Entry"), entrants must engage with the Contest Sponsor challenges on any of the social media platforms in one of the following ways: "like" and tag a friend, share a comment or participate in a challenge and post your information on the Contest Sponsor's account. Entrants are not limited to the number of

contest challenges they participate in. An extra entry will be granted for those who repost the contest challenges using the hashtag #CVCgiveaway.

b) There is no purchase necessary to participate in the Contest. Members of the public can enter the contest for FREE by visiting CVC's social media platforms and responding/engaging with each challenge during the Contest Period.

c) In the event of a dispute as to the identity of the person submitting an online Entry, the Contest Sponsor reserves the right, in its sole and absolute discretion, to deem the entrant to be the authorized account holder of the social media account name (handle) associated with the entry. For the purpose of these Contest Rules, "authorized account holder" of a social media account name (handle) is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each entrant may be required to provide the Contest Sponsor with proof that the entrant is the authorized account holder of the social media account name (handle) associated with the applicable entry.

4. PRIZE.

There will be one Maple Prize Package (known as "the Prize") which includes the following items:

- One (1) Conservation Parks Family and Friends membership,
- one (1) 250mL bottle of maple syrup and
- your choice of a Maple Syrup Fest patch or pin

The Conservation Parks membership grants access to the following gated locations:

Albion Hills Conservation Area, Caledon; Black Creek Pioneer Village, Toronto; Boyd Conservation Area, Vaughan; Bruce's Mill Conservation Area, Stouffville; Glen Haffy Conservation Area, Caledon; Heart Lake Conservation Area, Brampton; Island Lake Conservation Area, Orangeville; Ken Whillans Resource Management Area, Caledon; Kortright Centre for Conservation, Woodbridge; Petticoat Creek Conservation Area, Pickering; Terra Cotta Conservation Area, Halton Hills and Tommy Thompson Park, Toronto.

The Prize is subject to the following conditions, and can change any time:

1. The prize must be taken as offered and is not redeemable for cash.
2. The prize cannot be sold.
3. The Prize cannot be substituted, redeemed or exchanged for cash, credit or alternative prizes, except in the Contest Sponsor's sole discretion. No credit or reimbursement will be provided if the Prize is not taken. The Prize cannot be combined with any other promotional offer or offers provided by the Contest Sponsor.

Retail Value: Each prize has a retail value of \$162.50 (includes HST) CAD.

The Prize is subject to all of the terms and conditions as stated by the Contest Sponsor and will be delivered to the confirmed Winner directly from Contest Sponsor to the address provided after the potential Winner has been successfully contacted and notified of his/her

Prize and has fully complied with the Contest Rules. Shipped Prizes shall not be insured and neither the Contest Sponsor nor any of the Released Parties (mentioned below) shall assume any liability for lost, damaged or misdirected Prizes.

5. ELIGIBLE WINNER SELECTION.

One winner shall be selected as follows:

a) The odds of being selected as a potential Winner are dependent upon the number of eligible Entries submitted and received in accordance with these Contest Rules. The prize will be issued following the end of the contest period. A Winner will be selected by a random draw from all eligible Entries submitted and received in accordance with these Contest Rules.

b) Following the Draw Date, the Contest Sponsor or its representatives will make no less than three (3) attempts to contact the eligible Winners by direct message, during the ten (10) day period (the "Contact Period") immediately following the Draw Date. Upon notification, the eligible Winner must respond by replying back to the direct message and then telephone to the contact provided in the notification, and the eligible Winner's responses must be received by the Contest Sponsor by no later than 5:00 PM EST on the required return date stipulated in such notification. If a potential Winner does not respond in accordance with these Contest Rules, he/she may be disqualified, at the sole and absolute discretion of the Contest Sponsor, in which event they will not receive the Prize and another potential Winner may be selected from the remaining eligible Entries, in the Contest Sponsor's sole discretion, whom the Contest Sponsor or its representatives will attempt to contact, and who must respond or will be subject to disqualification, in the same manner (adjusting timeframes, including the Contact Period, accordingly). The Contest Sponsor is not responsible for the failure for any reason whatsoever of the eligible Winner to receive notification or for Contest Sponsor to receive the eligible Winner's response.

c) Before being declared the confirmed Winner, each eligible potential Winner will be required to answer a time-limited mathematical skill-testing question during a pre-arranged communication method and comply with the Contest Rules. Without limiting the generality of the forgoing, the Contest Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. No individual will be declared a Winner until the Contest Sponsor officially confirms s/he as the Winner in accordance with the Contest Rules.

6. RELEASE.

a) The Winner will be required to execute a legal agreement and release ("Release") that confirms each Winner's:

- Eligibility for the Contest and compliance with these Contest Rules;
- Acceptance of the Prize as offered;
- Release of the Contest Sponsor and its respective affiliates, employees, directors, officers, sponsors and administrators (the "Released Parties") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in this Contest, participation in any Contest-related activity or the acceptance, use, or misuse of the Prize or any portion thereof, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or

- destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising there from; and
- Grant to the Contest Sponsor's individual discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use each Winner's name, photograph, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof.
- b) the executed Release must be returned within five (5) business days of the verification as a Winner or the selected potential Winner may, in the sole discretion of the Contest Sponsor, be disqualified and the Prize be forfeited.

7. LIMITATION OF LIABILITY.

a) The Released Parties assume no responsibility or liability for lost, late, misdirected or incomplete Entries, notifications, responses, replies requests or any Release, or for any telephone, hardware, software or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused 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 administration of the Contest. The Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Released Parties are not responsible for any problems, failures or technical malfunction of any telephone network or lines on account of technical problems or otherwise.

b) The Released Parties assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of Contest Sponsor, such as infection by tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest.

8. CONDUCT.

By entering this Contest, each entrant agrees to be bound by these Contest Rules. Each entrant further agrees to be bound by the decisions of the Contest Sponsor's, which shall be final and binding in all respects. The Contest Sponsor reserves the right, in its sole discretion, to disqualify any entrant found to be:

1. violating the Contest Rules;
2. tampering or attempting to tamper with the entry process or the operation of the Contest;

9. PRIVACY & USE OF PERSONAL INFORMATION.

By participating in the Contest, the entrant:

a) grants to the Contest Sponsor the right to use his/her name, mailing address, telephone number, and email address (the "Personal Information") for the purpose of administering the Contest, including, but not limited to, contacting the Winner;

b) grants to the Contest Sponsor the right to use his/her Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law, and,

c) acknowledges that the Contest Sponsor may disclose his/her Personal Information to third-party agents and service providers of any of the Contest Sponsor in connection with any of the activities listed in (a) and (b) above.

The Contest Sponsor and any supplier and/or vendors of the Contest Sponsor will use the entrant's Personal Information only for identified purposes. By participating in this contest, entrants are deemed to have consented to the disclosure of their personal information to the Contest Sponsor for the limited use of delivery of Prizes, unless otherwise stated.

10. TERMINATION AND AMENDMENTS.

The Contest Sponsor reserves the right to cancel, amend, modify or terminate all or any portion of this Contest at any time for any reason without prior notice. Contest Sponsor reserves the right to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Contest Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Contest Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Contest Rules, or for any other reason.

11.LAW.

These are the official Contest Rules. This Contest is subject to applicable federal, provincial and municipal laws and regulations. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Contest Sponsor.