

## ONTARIO'S HIGHLANDS

### Sweepstakes Rules and Regulations

#### 1 - SWEEPSTAKES DESCRIPTION AND PARTICIPATION:

1.1 - Sweepstakes Start Date: "Geo-Selfie Contest" (the "Sweepstakes") will start on Friday, June 28, 2019 at 12:01 am EST.

1.2 - Sweepstakes Closing Date: The deadline for entering the Sweepstakes is Sunday, September 1, 2019 at 11:59 pm EST.

1.3 - Draw: The prizes to be awarded pursuant to this Sweepstakes (as described in these Rules and Regulations) will be awarded to the (2) winners of a random draw from among eligible Sweepstakes entries (the "Winners"). The draw will take place on Tuesday, September 3<sup>rd</sup>, at approximately 12:01 pm EST, at 9 International Drive, Suite 129, Pembroke, Ontario (the "Draw"). The odds of being (randomly) selected to win the prizes will depend on the total number of eligible entries received during the duration of the Sweepstakes.

1.4 - Sponsor: The Sweepstakes sponsor is Ontario's Highlands Tourism Organization ("Ontario's Highlands").

1.5 - Eligibility: No purchase necessary. Sweepstakes participants must reside in Ontario and have reached the age of majority in their province of residence at the time they enter the Sweepstakes. This Sweepstakes is not open to employees of Ontario's Highlands or its affiliated companies, its affiliated sponsors, its advertising and promotion agencies, any person who resides with any of these individuals, or any member of their respective families living under the same roof.

1.6 - How to Participate: To participate in the Sweepstakes, participants must post a photo from one of thirteen (13) geo-selfie sign locations in Ontario's Highlands with the sign visible in the photo. Sign locations can be found online by downloading the #OHRocks Geo-Selfie Sign map from the Ontario's Highlands website (<https://comewander.ca/story/geoselfiesigns/>). The participants who are drawn at random will be required to correctly answer a skill-testing mathematical question within a specified time. If the candidate responds incorrectly to this question, his/her entry will be rejected.

To be eligible for entry ALL photo posts must:

- Be posted to Instagram through a publicly-visible account and include the hashtag "#ohrocks"

1.7 - Prize: Two (2) prizes will be drawn (the "Prizes"). NOTE: All prizes do not include transportation to the destinations or accommodations. Meals are included if and where noted in the prize. Transportation to redeem the prizes as offered is the sole responsibility of the prize winner.

#### PRIZES DETAILS:

Prize Package One: "Choose Your Own Adventure"

- Gift certificate valued at \$320.00 redeemable towards cost of a current tour offering for 2 courtesy of Yours Outdoors

#### Prize Package Two: "Cavestock 2020"

- Cavestock package valued at \$120.00, courtesy of Bonnechere Caves which includes a guided tour of the caves in the afternoon, a \$20 gift certificate for dinner at the Rio Tap & grill in Eganville and attendance at an underground concert at Bonnechere Caves in the evening.

1.9 - Winner: the Winners' names, city and province of residence will be made available, upon request, to members of the public who request the information, according to this paragraph. To do so, please send your request (along with your name and address on a self-addressed postage-paid return envelope) in writing, by regular mail to: "Geo-Selfie Sweepstakes", Ontario's Highlands Tourism Organization, 9 International Drive, Suite 129, Pembroke, Ontario. Such requests must be received by Ontario's Highlands by mail.

1.10 - Sweepstakes Prizes Claim Dates: All "Geo-Selfie Sweepstakes" prizes must be claimed from Ontario's Highlands as offered between Tuesday, September 3<sup>rd</sup>, 2019 and Friday, September 13<sup>th</sup>, 2019.

1.11 - Sweepstakes Prizes Redemption Dates: All "Geo-Selfie Sweepstakes" prize redemption dates are dependent on the event/tour dates and policies of the sponsoring vendor stated on the individual prize gift certificate/tickets and the Seasonal/Operating hours of those business and must be arranged through said vendors once prize has been claimed.

## 2 - GENERAL RULES:

2.1 - Contacting the Winners: The Winners, whose entries are randomly selected during the Draw, will be contacted through the social media account they posted from, at the discretion of Ontario's Highlands. Upon Ontario's Highlands establishing contact with the Winners and taking care of the required formalities, Ontario's Highlands will send them the Prizes details and respective redemption package by email at the address provided by the Winner. If Ontario's Highlands and/or its sponsor are unable, within a deadline of ten (10) days following the Draw, to reach the Sweepstakes participants whose entries were randomly selected, another Winner will be drawn at random within the next four (4) days for each participant that could not be reached.

2.2 - Alternative Prize: Should Ontario's Highlands be unable to award any Prize (or any part of it) for reasons beyond their control, Ontario's Highlands reserves the right to award an equivalent prize of the same kind and of equal or greater value or, at its entire discretion, to substitute for the Prize (or a part of this Prize) an equivalent monetary amount. The Prizes must be accepted by the Winners as is. Ontario's Highlands will not be required to accept or make any substitution or modification, nor will it transfer or provide any cash alternatives to Prizes. Documents issued in the Winner's name are neither transferable nor modifiable. If a Winner is unable to accept a Prize, he/she will not receive a replacement prize nor any form or kind of compensation.

2.3 - Release: As a condition to receiving their Prize, the Winners drawn at random for the prizes will be required to sign a release and waiver form confirming that they comply with these Rules and

Regulations and meet the eligibility requirements, that they accept the Prize and that they release and hold harmless the Sweepstakes organizers, their employees and those of their affiliated companies, their administrators and managers as well as their officers with respect to any injury, accident, loss or death related to any aspect of the Prize or this Sweepstakes. Each Sweepstakes Winner will have fourteen (14) days after being contacted by Ontario's Highlands to return the duly executed release form, by mail, to Ontario's Highlands at 9 International Drive, Suite 129, Pembroke, Ontario, or by email. Failing to do so will result in another participant being drawn at random and the original Winners shall have no recourse against Ontario's Highlands.

2.4 - Exclusion of Liability: Ontario's Highlands cannot be held responsible for any material or physical damage that can be linked in any way to the Prizes awarded as part of the Sweepstakes. Ontario's Highlands does not assume any responsibility in a case of any kind where their inability to act would result in an act or a situation that is beyond their control or in case of a strike, lock-out or any other labour dispute in the establishments, organizations or companies whose services are used in holding the Sweepstakes.

2.5 - Use of Name, Image, etc.: By posting geo-selfie photos as described, each participant in the Sweepstakes accepts to be bound by these Rules and Regulations and consents, if he/she wins the Prize, to divulge his/her name. Each participant and Winner, by entering the contest, authorizes Ontario's Highlands to use his/her name, photograph, image, statements regarding the Prize, place of residence and/or voice, with or without any kind of remuneration, and at Ontario's Highlands discretion, and without any limit on the period of use, in all media and on a provincial or national level, for publicity or any other purpose. Each Winner must sign, if and when requested from time to time by Ontario's Highlands, a waiver and permission document confirming the aforementioned permission to use his/her name, image and voice.

2.6 - False Identity: The entry of any person using an assumed name, alias or false identity to participate in the Sweepstakes will be deemed null and void and, as such, may be disregarded by Ontario's Highlands. Incomplete entries and entries made with multiple addresses, under multiple identities, or through the use of any device or artifice to enter multiple times will be automatically void.

2.7 - Errors: Ontario's Highlands cannot be held responsible for any errors, incorrect or inaccurate transcription or registration of Sweepstakes entry information, nor for technical difficulties due to a server, network, hardware or software failure, a transmission problem or a loss of data sent by participants. If a participant is randomly picked during the Draw due to a system error, malfunction or defect, the Prize at issue may be re-awarded to another participant.

2.8 - Personal Information: Subject to the aforementioned, personal information gathered in the context of the Sweepstakes will not be used by Ontario's Highlands except for the purpose of administering and conducting the Sweepstakes, and for no other purpose without consent. In supplying this information, participants consent to Ontario's Highlands' use of all such information for the purposes indicated above.