

# **"UNLEASH THE FUN INSIDE" IOGO CONTEST**

## **Contest Rules**

1. The "UNLEASH THE FUN INSIDE" iögo Contest is held by Ultima Foods Inc., (the "Contest Organizers"). The Contest runs on the Website [www.iogo.ca/recess](http://www.iogo.ca/recess) from August 6, 2018 at 10:00:01 AM (ET) to November 30, 2018 at 11:59:59 PM (EST) (the "Contest Period").

### **ELIGIBILITY**

2. The Contest is open to residents of Canada who have reached the age of majority in their province or territory of residence. Employees, representatives, members, directors, officers and mandataries of the Contest Organizers, of any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, suppliers of the prize, material and services related to this Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and any individuals with whom such employees, representatives, directors, officers and mandataries are domiciled, are not eligible. To enter the Contest, Participant's computer must be configured so that "Cookies" be accepted.

### **HOW TO ENTER**

#### **No purchase necessary**

3. To enter the Contest and have a chance to win one of the grand prizes, proceed as follows:
  - 3.1 Head to the website [www.iogo.ca/recess](http://www.iogo.ca/recess);
  - 3.2 Complete the entry form with your name, first name and email address, confirm that you have read and agreed with the Contest rules and indicate if you wish to receive emails from the Contest Organizers and then check the captcha to confirm you're not a robot;
  - 3.3 Upon completion of these previous steps, a confirmation page will appear and you automatically will receive one (1) entry into the Contest for the grand prizes draw.
4. To enter the Contest and have a chance to win a secondary prize, proceed as follows :
  - 4.1 By entering the contest for a chance to win one of the grand prizes, you can also access and participate in a trivia game for a chance to win one of the instant secondary prizes. Answer the trivia game's question by clicking on one of the images representing the five possible answer options then click on "submit my selection";
  - 4.2 Once you have completed those steps, a confirmation page will appear to confirm whether you won a secondary prize. You may visit [www.iogo.ca/recess](http://www.iogo.ca/recess) each day during the contest's duration to play the trivia game and obtain additional chances to win an instant secondary prize or one of the grand prizes, up to a limit of one entry per day, per person during the Contest Period.

**5. Entry Limits.** Entrants must respect the following limits otherwise they may be disqualified:

- 5.1 One (1) entry for the grand prize draw per person, per email address for the Contest Period. You may obtain additional chances to win one of the grand prizes by taking part each day in the trivia game, up to the limit indicated below;
- 5.2 One (1) trivia game participation per day, per person during the Contest Period.

## **PRIZES**

**6.** A total of fifteen thousand and twenty (15 020) prizes having an approximate total value of eighty thousand dollars (\$80 000) will be offered, namely:

- a. Twenty (20) grand prizes, each consisting of one (1) activity chosen by the winner at the time of entering the Contest from the following options : a cooking class for two (2) people with an approximate maximum value of one hundred and seventy-five dollars (\$175), an ax throwing session for five (5) people up to an approximate maximum value of two hundred and twenty-five dollars (\$225), a spa package for two (2) people with an approximate maximum value of two hundred and fifty dollars (\$250), an "Escape Room" activity for five (5) people with an approximate maximum value of one hundred and forty-five dollars (\$145) or rafting for two (2) people with an approximate maximum value of two hundred and fifty dollars (\$250). The choice of activity providers will be left at the discretion of the Contest Organizers. Alternatively, if the chosen activity is not available in a winner's region of residence, this winner may choose to receive a check for an amount corresponding to the selected activity's value in lieu of said activity, which would allow the winner to proceed to the booking of an activity of his/her choice;
- b. Fifteen Thousand (15 000) instant secondary prizes having an approximate total value of seventy-five thousand dollars (\$75 000) each consisting of one (1) coupon valid upon purchase of one free Iögo product, each with an approximate estimated value of five dollars (\$5).

**7.** The following conditions apply to the prizes:

- a. Grand prizes: Any fees or expenses exceeding the value of or not included in the grand prizes will be the responsibility of the winners and their guests, as the case may be, including, but not limited to, round trip transportation between the winners' residence and those of their guests, as the case may be, and the place of the stay, activities not included, meals and drinks not included, tips and taxes not included, personal insurance and personal expenses, as the case may be. If the winners and/or their guests are unable to fully benefit from a grand prize, for whatever reason, any unused portion of this prize will be forfeited and no compensation will be awarded to the winner and/or his/her guests, as the case may be;

- b. Prizes are subject to any and all applicable restrictions and conditions that may be communicated to the winners, as the case may be;
- 8. Prize Limit.** There is a limit of one (1) grand prize per person et per residence for the Contest Period and of maximum five (5) secondary prizes per person and per residence for the Contest Period.

## **DRAWS**

- 9.** On December 7, 2018 at 10:29:59 AM (EST), in Montreal, at the CRI Agency offices located at 185, Saint-Paul West St, Montreal, Qc, H2Y 3V4, a random draw of twenty (20) eligible entries will be held among all entries registered during the Contest Period to award the grand prizes. Each selected entrant will be awarded one (1) grand prize, subject to the conditions set forth in the Contest rules.
- 10.** If one or more instant secondary prizes have not been awarded during the Contest Period, as the case may be, a random draw of eligible entries corresponding to the number of unallocated secondary prizes will be held among all entries registered during the Contest Period to award these prizes. Each selected entrant will receive one (1) instant secondary prize.
- 11.Odds of winning.** The odds of winning are as follows:
- a. The odds of an entrant's entry being selected for a grand prize depend on the total number of entries registered during the Contest Period.
  - b. The odds of winning one of the instant secondary prizes are variable in order to spread out the allocation of these prizes during the Contest Period.

## **AWARDING OF PRIZES**

- 12.** To be declared a winner, any selected entrant must:

12.1 Be reached by the Contest Organizers by phone or email within two (2) days of the draw. He/she must reply in accordance with the instructions given in the message, as the case may be;

12.2 Fill out and sign the Declaration and Release Form (the "Declaration Form") that the Contest Organizers will provide him/her by mail, fax or email to the effect that he/she has fulfilled all the requirements of these Contest Rules, and return it to the Contest Organizers for them to receive it within four (4) days of its receipt

12.3 Correctly answer the mathematical skill-testing question on the Declaration Form;

12.4 Upon request and in a timely manner, provide an identification card with photograph.

- 13.** Failure to comply with one of the conditions mentioned in these Contest Rules or to accept his/her prize will cause any selected entrant to be disqualified. In such a case, the Contest Organizers may, at their sole discretion, cancel the prize or hold a new draw until an entrant is selected and declared a winner.
- 14.** Within three (3) weeks following the receipt of the duly completed and signed Declaration Forms, the Contest Organizers will contact the winners to inform them of the way they can take possession of their prize.

## **GENERAL CONDITIONS**

- 15. Verification.** Entry forms and Declaration Forms are subject to verification by the Contest Organizers. Any entry form or Declaration Form which is, as the case may be, incomplete, illegible, mutilated, fraudulent, registered or submitted late, bearing an invalid email address or phone number, not bearing the correct answer to the mathematical skill-testing question or otherwise noncompliant shall be rejected and will not entitle to an entry or to a prize, as the case may be.
- 16. Disqualification.** The Contest Organizers reserve the right to disqualify a person or to cancel one or several entries of a person who participates or tries to participate in this Contest by using methods that do not comply with these Contest Rules or that are unfair to other entrants (e.g. entries exceeding the authorized limit). Such a person may be reported to the appropriate legal authorities.
- 17. Conduct of the Contest.** Any attempt to deliberately damage the Contest website and/or any related web site or to sabotage the legitimate conduct of this Contest constitutes a violation of civil and criminal laws. Should there be any such attempts, the Contest Organizers reserve the right to reject the entrant's entries and obtain legal or equitable relief under applicable laws.
- 18. Acceptance of prizes.** Prizes must be accepted as described in these Contest Rules and may not, in any case, be in whole or in part transferred to another person, replaced by another prize or exchanged for cash, except as provided in the section below.
- 19. Substitution of prizes.** Subject to the provisions provided for in the article 6.1 of the Contest rules, in the event where it would be impossible, difficult and/or more costly for the Contest Organizers to award a prize (or a portion thereof) as described in these Contest Rules, they reserve the right to award a prize (or portion thereof) of the same kind and of equivalent value or, at their sole discretion, the cash value of a prize (or portion thereof) as indicated in the Contest Rules.
- 20. Liability limit: use of the prizes.** By entering the Contest, any entrant selected for a prize releases and holds harmless the Contest Organizers, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, representatives and mandataries (the "Released Parties") from and against any damage resulting from the acceptance or use of the prize.

**21.Liability limit: prizes supplier.** Any entrant selected for a prize acknowledges that upon awarding of the prize, the obligations related to it become the responsibility of the providers of services and goods related to the prize.

**22.Website availability.** The Contest Organizers do not warrant that access to or use of the Contest web site page or any related web site will be uninterrupted during the Contest Period or error-free.

**23.Liability limit: conduct of the Contest.** The Released Parties disclaim all liability for any of the following that may limit or prevent any entrant's participation in the Contest: malfunctioning of any computer component, software or communications line; loss or lack of a communications network; or any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network. The Released Parties also disclaim all liability for any damages or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any web page or software or by the transmission of any information related to participation in the Contest.

**24.Contest modification.** The Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this Contest in whole or in part, should human intervention or an event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules, subject to approval by the *Régie des alcools, des courses et des jeux du Québec*, if required.

**25.Termination of participation in the Contest.** In the event that the computer system cannot register all Contest entries during the Contest Period for whatever reason, or if participation in the Contest must be terminated in whole or in part before the closing date provided in these Contest Rules, the Contest Organizers may, at their sole discretion, proceed with the draw among the entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending participation in the Contest.

**26.Prize limit.** In no event shall the Contest Organizers be required to award more prizes than indicated in these Contest Rules or to award a prize otherwise than in compliance with these Contest Rules.

**27.Liability limit: participation in the Contest.** Persons who enter or try to enter this Contest release the Released Parties from any liability for damage these said persons may incur as a result of their entry or their attempt to enter the Contest.

**28.Authorization.** By entering this Contest, any entrant selected for a prize authorizes the Contest Organizers and their representatives to use, if required, his/her name, photo, likeness, voice, place of residence and/or statement regarding a prize for publicity purposes, without any form of compensation.

**29.Communication with entrants.** No communication or correspondence related to this Contest shall be exchanged with entrants except as provided for in these Contest Rules or at the Contest Organizers' initiative.

- 30. Personal information.** Entrants' personal information collected for the purpose of the Contest will only be used to administer the Contest. No commercial or other communications unrelated to the Contest will be sent to entrants unless they have otherwise agreed to receive such communications.
- 31. Property.** Declaration Forms are the property of the Contest Organizers and shall not in any case be returned to entrants.
- 32. Entrant identification.** For the purpose of these Contest Rules, the entrant is the person whose name appears on the entry form and it is to this person to whom the prize will be awarded if he/she is selected and declared a winner.
- 33. Social Media.** This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. Any information provided for the purposes of entry in the Contest is provided to Ultima Foods Inc., and not to Facebook. Any question, comment or complaint regarding the Contest must be directed to the Contest Organizers and not to Facebook. Facebook and all its affiliates, directors, officers, agents and employees are not liable for any claims arising out of or in connection with the organization of this Contest. However, by entering this Contest, each entrant agrees to abide by the terms and conditions of use, contracts, other policies and/or guidelines governing the Facebook platform and releases the Released Parties from and against any damage that could arise from the use of such platform.
- 34. Contest Organizers' decision.** Any decision by the Contest Organizers or their representatives regarding this Contest is final and without appeal, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.
- 35. Litigation.** For Quebec residents, any litigation respecting the conduct or organisation of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* for the purpose of helping the parties reach a settlement.
- 36. Unenforceability.** If a section of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.
- 37. Language.** In case of any discrepancy between the French and English versions of these Contest Rules, the French version shall prevail.