

Parkinson Canada

Parkinson SuperWalk Everyday Hero Contest

Official Rules

1. NO PURCHASE NECESSARY to enter or win a prize.

This Contest is open to legal residents of Canada who have reached the age of majority in the province or territory in which they reside on or before their time of entry. You are not eligible if you are: (a) an officer, director, representative, agent or employee of Parkinson Canada (the "Sponsor"), its affiliate, subsidiary or related companies, and each of its advertising, promotional, publicity or production agencies, or any other provider of goods or services related to this Contest; (b) an employee of the independent contest judging organization; (a and b are collectively the "Contest Parties") or (c) a member of the immediate family (defined as parent, child, sibling, or spouse, regardless of where they reside) or live in the same household with (whether related or not) any of the above individuals.

2. HOW TO ENTER: The Parkinson Canada SuperWalk Everyday Hero Contest (the "**Contest**") begins at 12:01 a.m. Eastern Time ("**ET**") on July 10, 2017 and ends at 11:59 p.m. ET on August 7, 2017 ("**Entry Period**"). During the Entry Period entrants may enter the Contest by submitting a short survey response including their address information, and a name of their "Everyday Hero" entrant along with a brief sentence describing their qualification. Entries are to be submitted via the contest page (http://donate.parkinson.ca/site/PageNavigator/SuperWalk/2016/Everyday_Hero_Entry.html) only. Your submitted sentence/ story must be in accordance with the Submission Requirements in rule 4 below. By entering you agree to be legally bound by the terms and conditions of these Official Rules and Regulations ("**Rules**").

There is a limit one (1) entry per person per day during the Entry Period. Users may submit multiple entries for multiple distinct "Everyday Heroes" on separate days. Entries generated by script, macro or other automated means or which attempt to subvert the entry process, as determined by Sponsor, will be void. All Entries become property of the Sponsor, to potentially be shared to any of Parkinson SuperWalk owned online properties and will not be acknowledged or returned except as indicated herein. The selected winner will be acknowledged at their local walk site as the National Hero. Sponsor's computer is the official time-keeping device for this Contest.

3. VERIFICATON: All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor including, without limitation, government issued photo identification):

(i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s).

4. SUBMISSION REQUIREMENTS: BY SUBMITTING AN ENTRY, THE ENTRANT AGREES THAT THE ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES WILL BEAR NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, REGARDING THE USE OF THE ENTRY BY THE RELEASED PARTIES AND THE RELEASED PARTIES SHALL BE HELD HARMLESS BY AN ENTRANT IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT THE ENTRANT HAS DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.

By participating in the Contest, each entrant agrees to be bound by these Rules and by the interpretation of these Rules by the Sponsor, and further warrants and represents that his/her Story/submission:

- I. is/are original to him/her and that the entrant has all necessary rights in and to this Story to enter the Contest;
- II. do not violate any law, statute, ordinance or regulation;
- III. do not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence;
- IV. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- V. is/are not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:
 - Explicit, graphic or excessive sexual activity;
 - Crude, vulgar or offensive language and/or symbols;
 - Derogatory characterizations of any ethnic, racial, sexual or religious groups;
 - Content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
 - Personal information of individuals, including without limitation, names and addresses (physical or e-mail);
 - Conduct or other activities in violation of these Rules;
 - Commercial messages, comparisons or solicitations for products or services other than those of Sponsor;
 - Any identifiable third party products and/or trade-marks, brands or logos (other than those of the Sponsor); and

- Any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor and/or the

Contest Parties in their sole discretion.

The Sponsor and/or the Contest Parties reserve the right, in its/their sole discretion, to edit or modify any Entry (including without limitation any Story), or to request an entrant to modify or edit his or her Images and/or Story, in order to ensure that the Entry complies with these Rules, or for any other reason.

By entering the Contest and submitting an Entry (including without limitation the Images and/or Story), each entrant: (i) grants to the Sponsor, in perpetuity, a world-wide, non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Entry, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to his/her Entry in favour of the Sponsor; and (iii) agrees to release and hold harmless the Released Parties (defined below) against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action. For greater certainty, the Sponsor and/or the Contest Parties reserve the right, in its/their sole discretion, to modify, edit or remove any Entry, or to request an entrant to modify or edit his or her Entry, if a complaint is received with respect to the Entry, or for any other reason.

5. WINNER SELECTION/NOTIFICATION/ODDS: One (1) Potential Grand Prize Winner will be selected at random by the Sponsor from amongst the eligible Entries submitted. The Potential Grand Prize Winner selection process will be held at or about 12:00 pm ET on August 9, 2017 in Toronto, ON from all eligible Entries received by end of Entry Period.

Odds of winning the Grand Prize will depend on the total number of eligible Entries received.

Limit of one (1) Weekly Prize per person.

On each of July 18, July 25, August 1, and August 8 (each a “**Weekly Draw Date**”) a random draw will be held at or about 12:00 pm ET in Toronto, ON from amongst all eligible Entries received during the “**Week**” prior to the applicable Weekly Draw Date as set out below, to determine one (1) weekly prize winner each week for a total of four Weekly Prize Winners.

- Weekly Draw Date: July 18, from eligible Entries received Week: July 10-16
- Weekly Draw Date: July 25, from eligible Entries received Week: July 17-23

- Weekly Draw Date: August 1, from eligible Entries received Week: July 24-30
- Weekly Draw Date: August 8, from eligible Entries received Week: August 1-7

Odds of winning a Weekly Prize will depend on the total number of eligible Entries received prior to the applicable Weekly Draw Date.

Before being declared a confirmed Prize winner, each selected entrant will be required to correctly answer a mathematical skill-testing question without mechanical or other aid.

The Sponsor will liaise with the potential Grand Prize Winner and Weekly Prize Winners via email as provided with their entry. If a potential Grand Prize Winner or Weekly Prize Winner cannot be reached within 7 days, the potential Grand Prize Winner or Weekly Prize Winner will be disqualified.

6. WINNER NOTIFICATION: If a selected entrant cannot be contacted within seven (7) days of the applicable winner selection date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Grand Prize or Weekly Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries received in accordance with these Rules.

The potential Grand Prize Winner and each Weekly Prize Winner, will be required to sign and return the Sponsor's form of declaration and release form on the timeline indicated by the Sponsor. By accepting a Grand Prize or Weekly Prize, each selected entrant: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Grand Prize or Weekly Prize (as awarded); (iii) releases the Released Parties (defined below) from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Grand Prize or Weekly Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. If the selected entrant: (a) cannot accept (or is unwilling to accept) the Grand Prize or Weekly Prize (as awarded) for any reason; and/or (b) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Grand Prize or Weekly Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to

randomly select an alternate eligible entrant from among the remaining eligible Entries received in accordance with these Rules.

7. WEEKLY PRIZES: Each of the four (4) Weekly Prize Winners will receive the following prize (“**Weekly Prize**”):

- A Roots Gift card, approximate retail value: \$50.

Parkinson Canada shall be responsible for shipping and delivery of the Weekly Prize to the front door of the Weekly Winner’ primary residence in Canada. All taxes, including but not limited to provincial and local taxes, and any other costs and expenses associated with Prize acceptance and use not expressly provided for herein, are solely the responsibility of the Official Winners, including without limitation any costs of duties [no income tax on Prize]. Winners may not substitute, assign or transfer a Prize or redeem a Prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a Prize with one of equal or greater value. All gift cards are subject to the conditions placed on them by their issuer.

8. GRAND PRIZE: The Grand Prize Winner will receive the following prize (“**Grand Prize**”):

- One (1) Parkinson Canada prize pack of branded merchandise to wear on walk weekend, while leading their local walk as the National Hero (approximate retail value of \$250).

Sponsor shall be responsible for prize fulfillment, including shipping and delivery of the Grand Prize to the front door of Official Winner’s primary residence in Canada. All taxes, including but not limited to provincial and local taxes, and any other costs and expenses associated with Prize acceptance and use not expressly provided for herein, are solely the responsibility of the Winner, including without limitation any costs of duties [no income tax on Prize]. Official Winner may not substitute, assign or transfer a Prize or redeem a Prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a Prize with one of equal or greater value. All gift cards are subject to the conditions placed on them by their issuer.

Collectively the Grand Prize and the Weekly Prizes are “**Prizes**”.

9. GENERAL CONDITIONS: Any entrant’s failure or refusal to comply with these Official Rules will result in his or her Entries being void, and entrant being subject to disqualification from the Contest

in the sole and absolute discretion of the Sponsor. The Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, delayed, undelivered, illegible or garbled Entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of Entries, or the announcement of the prize or in any Contest-related materials.

Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any participants' or to any other person's computer related to or resulting from participating in this Contest or use of a website. Persons who tamper with or abuse any aspect of the Contest or website or who are otherwise in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be deemed void.

Sponsor reserves the right at its sole discretion, subject only to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, to suspend, modify or terminate the Contest at any time and for any reason, including, but not limited to, should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries.

Entrants, by participating, agree that neither the Sponsor, nor their respective parents, affiliates, subsidiaries, or advertising and promotion agencies or any of their respective officers, directors, employees, agents or representatives or any of the Contest Parties (collectively, "**Released Parties**") will have any liability whatsoever for, and each of the Released Parties shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse, use or inability to use of a prize (including any injury or harm resulting from use or misuse of the prize) or participation in this Contest. The Winners, by acceptance of a prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name,

address (city and country), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval by winners. The Official winner agrees that all contact with the media, if any, regarding the Contest and the prize awarded shall be coordinated by Sponsor, and official winners shall not discuss the Contest or the prize with any media organization without the Sponsor's prior consent.

In the event of a dispute regarding entries received from multiple users having the same email account, the authorized subscriber of the email account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the email address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning email addresses.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Entry Form, website, French version of these Rules, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

10. PRIVACY: Sponsor will collect and use personal information submitted by entrants for the purposes of administering this Contest. All entries become property of the Sponsor and will not be acknowledged or returned except as indicated herein. By participating in the Contest, entrants hereby agree to the management of their personal information, as explained in Sponsor's privacy policy

(http://donate.parkinson.ca/site/DocServer/PARKINSON_CANADA_PRIVACY_POLICY.pdf?docID=1582).

11. GOVERNING LAW: This Contest is subject to all applicable provincial and local laws. The Contest and Official Rules are governed and interpreted by the laws of Canada, without regard to its conflict of law provisions.

12. Quebec Residents: Any litigation with respect to the conduct or organization of a contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation with respect to the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

Social Media

This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to the Sponsor and not to Facebook. The information you provide will be used for the administration of this Contest and in accordance with the Sponsor's privacy policy (linked above). Facebook is hereby completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to Facebook. You may only use one (1) Facebook account (the "**Account**") to participate in this Contest. To be eligible to earn an entry, your Account must be set to public and not private.

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