



# CF Canada United Contest

## OFFICIAL CONTEST RULES AND REGULATIONS

Open to residents of Canada Only

**NO PURCHASE NECESSARY.** Open to legal resident of Canada who have reached the age of majority in their province of residence. There are 50 Prizes to be won. Each Prize consists of ten \$500 CF SHOP! cards® with a total retail value of \$5,000. The CF Canada United Contest (the “Contest”) is sponsored and administered by The Cadillac Fairview Corporation Limited (“Cadillac Fairview” or the “Sponsor”) 20 Queen Street West, 5th Floor, Toronto, ON, M5H 3R4. The Contest will run from Monday, August 17, 2020 at 08:00:01 AM EDT and will close on Sunday, August 30, 2020 at 11:59:59 PM EDT (the “Contest Period”). Potential winners chosen by random draw. Potential winner must correctly answer a skill-testing question. Enter through the contest tile in the LiVE by CF app or see full Contest Rules for other ways to enter. One entry per person and only one entry per valid email address. Odds of winning depend on the number of eligible entrants.

**1. ELIGIBILITY:** To enter and to be eligible to win, the individual entrant must: (i) be a legal resident of Canada at the time of entry, (ii) have reached the age of majority in their province of residence at the time of entry and (iii) not an employee of the Sponsor, its affiliated companies or agents, its respective advertising or promotional agencies or the independent contest organization or a member of any such employees’ immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the employee or not). In these Official Contest Rules and Regulations (“Official Rules”), “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or spouse. All photo submissions become the property of the Sponsor. Entrants must have the prior consent of all subjects who are visible in each photo submission.

**2. HOW TO ENTER THE CONTEST:** NO PURCHASE NECESSARY. To be eligible for an entry into the Contest, the entrant has three (3) options. Option 1: the entrant must: (i) Download the LiVE by CF app (ii) Click on the in-app contest tile to be directed to the contest landing page (iii) fill in an online entry with the required information and (iv) agree to these Official Rules to be automatically entered for a chance to win. Option 2: the entrant must (i) have a valid Instagram account (ii) Follow a CF shopping centre (for example CFTorontoEatonCentre) (iii) upload a photo to their Instagram account taken of themselves or another person (with that person’s permission) shopping at a CF shopping centre (iv) Include a CF Shopping Centre Instagram handle (for example @CFTorontoEatonCentre and use hashtag #CanadaUnited. Option 3: the entrant must (i) Write 55 words on what the entrant is doing to support local businesses across the country and why it is important to do so in French or in English. (ii) Mail the text along with first and last name, email address, postal code and phone number to the attention of "Cadillac Fairview Marketing



Att. Sarha Arcand, 20 Queen Street West, 5th Floor. Toronto, Ontario, M5H 3R4. If the entrant chooses Option 3, the entry must be mailed in time to be received by the Sponsor by the end of the Contest Period.

**You represent and warrant that you have the permission of any person appearing in the photo you upload to post the photo in this Contest.**

**3. ENTRY LIMIT:** Only one (1) entry per person and only one entry per valid email address during the Contest period is permitted.

If it is discovered that any person has attempted to use multiple names, identities, email addresses, social media accounts or phones to enter the Contest; then (in the sole and absolute discretion of the Sponsor) that person may be disqualified from the Contest.

The Sponsor reserves the right to reject an entry, in its sole discretion, that may be deemed offensive, distasteful or inappropriate. All Entries are subject to verification. 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) to award the Prize. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the contest server machine(s) record of time.

**4. PRIZES.** There are fifty (50) prizes available to be won from all valid entries received during the Contest Period. Each prize consists of ten (10) \$500 CF SHOP! cards® with a total retail value of \$5,000 (each a “Prize”).

CF SHOP! card® is a gift card which can be redeemed at shopping, dining, and entertainment destinations within Cadillac Fairview shopping centres across Canada. CF SHOP! card® Terms and Conditions can be found [here](#). The Prize must be accepted as awarded without substitution and is not transferable. The Sponsor reserves the right in the event that the Prize or any component of the Prize cannot be awarded as described for any reason, to substitute another prize or component of the prize of equal or greater value, without further liability.

**5. AWARDING OF A PRIZE:** On Wednesday, September 2, 2020 at 12:00:00PM at the Sponsors office in Toronto, Ontario, fifty (50) entrants will be selected (“Prize Draw”) by Sponsor from a random drawing from all eligible entries received during the Contest Period. To be declared the



winner, the selected entrant must provide the Declaration of Eligibility and Release Form (the “Release Form”) (as defined in Section 7) and answer a skill-testing question.

**6. ODDS:** The odds of winning depend on the number of eligible entries received during the Contest Period.

**7. HOW TO COLLECT PRIZE / RELEASE FORM:** The selected entrant will be contacted by the email in which the entrant used to enter the Contest within five (5) business days of the Prize Draw. The selected entrant will have two (2) business days to respond to the Sponsor with the correct response to the mathematical skill-testing question and provide a signed Release Form. If the selected entrant (a) does not respond to the message from the Sponsor within two (2) business days of the message being sent; (b) fails to correctly answer the skill-testing question; or (c) fails to properly execute the Release Form within the specified time, then the selected entrant will be disqualified and another entrant will be randomly selected and contacted through the methods noted above. The Sponsor will not be responsible for failed attempts to contact a selected entrant. The selected entrant will be required to the Release Form confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor and affiliated companies, and all other sponsors of the Contest, and their respective successors, sponsors, employees, agents, partners, licensees and assigns, advertisers and promotional agencies from any liability in connection with the Prize or this Contest. The Release Form must be signed within the time period specified on the Release Form or the Prize may be forfeited.

**8. GENERAL:** The Sponsor accepts no responsibility for loss, damage or claims caused by or resulting from the Contest or acceptance of a Prize.

The Sponsor will not be responsible for late, lost, illegible, incomplete, falsified or destroyed entries and all such entries are void. Entries that have been falsified, tampered with or altered are void. The Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void.

Unless required by law, the Sponsor shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

The Sponsor reserves the right to void any entry and/or cancel or modify the Contest in whole or in part (without notice to entrants individually) if, in its sole discretion, it determines that for any reason the Contest is not capable of running as originally planned due to tampering, fraud, human error, printing errors, distribution errors, or any other causes or occurrences have compromised the administration, safety, fairness or integrity of the Contest. Any person entering



this Contest or trying to do so by any means which is contrary to the intention of these Official Rules and which would be unfair to the other participants will be automatically disqualified and the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law - including criminal prosecution.

All entries become the permanent property of the Sponsor. The Contest is subject to all applicable federal, provincial and municipal laws.

By entering and accepting the Prize(s), each winner consents to the use of his/her name, address (city and province) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.

**9. PRIVACY** Personal information collected from entrants will be used by the Sponsor to administer the Contest and fulfill any prize requirements and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at: <http://www.cadillacfairview.com/privacy-policy/>

**10. NOTICE CONCERNING INSTAGRAM:** The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. By entering this Contest you understand that you are providing your information to the Sponsor and the third parties it has engaged to assist it in administering the Contest and not to Instagram. The information you provide will only be used in accordance with the Sponsor's Privacy Policy. The owners and operators of Instagram are completely released from all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Instagram.