

**THIS CONTEST IS OPEN TO ONLY SELECT RESIDENTS OF THE 50 UNITED STATES/DC AND THE UNITED KINGDOM.  
THE PROMOTER OF THE CONTEST IS REGIONAL TOURISM ORGANIZATION 12 (D.B.A. EXPLORERS' EDGE)**

**NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE OR  
OTHERWISE IMPACT YOUR CHANCES OF WINNING.**

**Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service  
provider for pricing and service plan information and rates before mobile device participation.**

SPONSOR (as defined below): Explorers' Edge 1-3 Taylor Road, Bracebridge, ON P1L 1S6.

Any questions regarding the Contest can be directed to Marketing Initiatives (the "Contest House") through email at: [brian@enitiatives.ca](mailto:brian@enitiatives.ca); or by phone at: 1(905) 655-0636

**1. KEY DATES:**

The Explorers' Edge "Share Your Canada" Contest (the "Contest") begins on April 13, 2017 at 11:00 a.m. Eastern Time ("ET")/3:00 p.m. Greenwich Mean Time ("GMT") and ends on June 26, 2017 at 11:59:59 p.m. ET//4:59:59 a.m. GMT (the "Contest Period"). The Contest Period consists of: (i) an Entry Period (the "Entry Period") that begins on April 13, 2017 at 11:00 a.m. ET//3:00 p.m. GMT and ends on May 20, 2017 at 11:59:59 p.m. ET//4:59:59 a.m. GMT; and (ii) a Voting Period (the "Voting Period") that begins on May 22, 2017 at 11:00 a.m. ET//4:00 p.m. GMT and ends on June 26, 2017 at 11:59:59 p.m. ET//4:59:59 a.m. GMT.

**2. ELIGIBILITY:**

**Eligibility to Earn an Entry:** You are only eligible to earn an Entry (as defined below in Rule 4) in this Contest if you are a resident of the 50 United States, the District of Columbia, or the United Kingdom who: (i) is a current or former citizen of Canada; (ii) is nineteen (19) years of age or older at the time of participation; and (iii) is not an employee, representative or agent (or domiciled with any such employee, representative or agent - whether related or not) of Regional Tourism Organization 12 d.b.a. Explorers' Edge (the "Sponsor"), its parent companies, subsidiaries, associated and affiliated entities, prize suppliers, advertising/promotion agencies or any other individual(s), entity or entities involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively with the Sponsor, the "Contest Parties"). Internet access is required.

**Eligibility to Submit a Vote and Earn a Voting Entry:** You may only submit a Vote (as defined below in Rule 9) and be eligible to earn a Voting Entry (as defined below in Rule 9) in this Contest if you are a resident of the 50 United States, the District of Columbia, or the United Kingdom who: (i) is nineteen (19) years of age or older at the time of participation; and (ii) is not an employee, representative or agent (or domiciled with any such employee, representative or agent - whether related or not) of the Sponsor or any of the other Contest Parties. Internet access is required.

**3. AGREEMENT TO BE LEGALLY BOUND BY RULES:**

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Contest Rules and Regulations (the "Rules").

**4. HOW TO EARN AN ENTRY:**

To be eligible to earn an Entry (each, an "Entry" and collectively, the "Entries") in the Contest, an eligible entrant must visit [www.shareyourcanada150.com](http://www.shareyourcanada150.com) (the "Website") during the Entry Period and follow the on-screen prompts to complete the following steps:

- a) Locate the Official Contest Entry Form (the "Entry Form");
- b) Fully complete the Entry Form with all required information, which requires the eligible entrant to enter all required information in the space provided – including his/her first name, last name, complete mailing address (including postal/zip code), valid email address and valid telephone number;
- c) Upload one (1) photograph (the "Photo") that was taken by the eligible entrant that depicts or otherwise reflects a memory in the Great Canadian Wilderness (the "Theme");

**IMPORTANT NOTE:** To be eligible, the Photo must: (i) be in one of the following formats: .jpg, .jpeg, .png, or .gif; (ii) be a file that is no larger than 2 MB; and (iii) otherwise comply with these Rules (including, but not limited to, the specific Submission Requirements listed below in Rule 6);

- d) Write a description (30 words or more) (the "Description") in the space provided that describes the eligible entrant's Photo and explains how it reflects the Theme;
- e) Signify his/her agreement that the eligible entrant has have read and agrees to be legally bound by these Rules; and
- f) OPTIONAL: Signify whether or not the eligible entrant would like to sign up to receive a quarterly newsletter and promotional package offers from the Sponsor (NOTE: Opting-in to receive such promotional communications and offers is entirely optional and will not increase or otherwise impact the chances of winning in this Contest).

All materials relating to an eligible entrant's Entry (including, but not limited to, the Photo and Description) will hereinafter collectively be referred to as the eligible entrant's "**Entry Materials**". All Entry Materials must comply with the Sponsor's interpretation of the letter and spirit of these Rules. Any Entry Materials that do not comply with the Sponsor's interpretation of the letter and spirit of these Rules (including, but not limited to, the specific Submission Requirements listed below in Rule 6) (all as determined by Sponsor in its sole and absolute discretion) may, in the sole and absolute discretion of the Sponsor, be discarded and, if discarded, will not be eligible for entry in this Contest. No Entry Materials will be returned to you during or after the Contest.

#### 5. ENTRY LIMIT:

**There is a strict limit of one (1) Entry per person.** If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry; and/or (ii) use multiple names, identities, email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. The Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the "**Released Parties**") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries and/or Entry Materials (all of which are void). An Entry may be rejected if, in the sole and absolute discretion of the Sponsor: (i) the Entry is not submitted and received in accordance with these Rules during the Entry Period; and/or (ii) the Entry Materials accompanying the Entry are not in compliance with the Sponsor's interpretation of the letter and spirit of these Rules – including, but not limited to, the specific Submission Requirements listed below in Rule 6 (all as determined by Sponsor in its sole and absolute discretion).

#### 6. SUBMISSION REQUIREMENTS:

BY SUBMITTING AN ENTRY, YOU AGREE THAT THE ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, THE ENTRY MATERIALS) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR ENTRY (OR ANY COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, THE ENTRY MATERIALS); (II) PARTICIPATION IN ANY CONTEST-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED A WINNER, ANY PRIZES (INCLUDING ANY USE OR MISUSE OF ANY PRIZES). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR AWARDING OF ANY PRIZES.

By participating in the Contest, each eligible entrant hereby warrants and represents that any Entry Materials he/she submits:

- i. are original to him/her and that the entrant has obtained all necessary rights in and to the Entry Materials for the purposes of entering such Entry Materials in 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 legal age of majority in their jurisdiction of residence;
- iv. will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party; and
- v. are not defamatory, trade libelous, pornographic or obscene, and further that they will not contain, depict, include, discuss or involve, without limitation, any of the following:
  - nudity;
  - alcohol/drug consumption or smoking;
  - explicit or graphic sexual activity, or sexual innuendo;
  - crude, vulgar or offensive language and/or symbols;
  - derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor);
  - content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct;
  - personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic);
  - commercial messages, comparisons or solicitations for products or services other than products of Sponsor;
  - any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor;
  - conduct or other activities in violation of these Rules; and/or
  - any other materials that are or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor and/or its promotional agency or designated content moderator (the "**Reviewer**") reserves the right to screen all Entry Materials. Any Entry Materials that the Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules are subject to disqualification. The Reviewer reserves the right, in its sole and absolute discretion at any time and for any reason, to request an entrant to modify, edit and/or re-submit his or her Entry Materials (or any part thereof) in order to ensure that the Entry Materials comply with

these Rules, or for any other reason. If such an action is necessary at any point during or after the Contest, then the Sponsor reserves the right, in its sole discretion, to take whatever action it deems necessary based on the circumstances – including, without limitation, disqualifying the Entry Materials (and therefore the corresponding Entry and/or the associated eligible entrant) and/or resetting a Vote (as defined below in Rule 9) count to zero (or to whatever other number the Sponsor deems appropriate in the circumstances) – to ensure that the Contest is being conducted in accordance with the Sponsor’s interpretation of the letter and spirit of these Rules.

#### 7. LICENSE:

By entering the Contest and submitting an Entry, each eligible entrant: (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry Materials (and each component thereof), 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 Materials (and each component thereof) in favour of the Sponsor (and anyone authorized by the Sponsor to use such Entry Materials); and (iii) agrees to release and hold harmless the Released Parties from and against any and all claims, damages, liabilities, costs, and expenses arising from use of his/her Entry Materials (or any component thereof), including, without limitation, any claim based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action whatsoever.

#### 8. THE PRIZES:

There will be a total of ten (10) Prizes (each, a “**Prize**” and collectively, the “**Prizes**”) available to be won in relation to this Contest, as follows:

**Draw Prizes (3):** There will be a total of three (3) Draw Prizes (each, a “**Draw Prize**” and collectively, the “**Draw Prizes**”) available to be won, each consisting of one (1) leather travel bag. Colour is subject to availability and will be determined by the Sponsor in its sole and absolute discretion. The Approximate Retail Value (“ARV”) of each Finalist Prize is \$373.00 USD // £304.00 GBP.

**Finalist Prizes (5):** There will be a total of five (5) Finalist Prizes (each, a “**Finalist Prize**” and collectively, the “**Finalist Prizes**”) available to be won, each consisting of one (1) hockey jersey. Sizing and colour are subject to availability and will be determined by the Sponsor in its sole and absolute discretion. The ARV of each Finalist Prize is \$112.00 USD // £91.00 GBP.

**Voting Prize (1):** There will be a total of one (1) Voting Prize (the “**Voting Prize**”) available to be won, consisting of the opportunity for the confirmed Voting Prize winner and one (1) guest (the “**Guest**”) to travel to the Explorer’s Edge region of Ontario, Canada. Voting Prize includes: (i) round trip airfare (economy class) for the confirmed winner and his/her Guest to Toronto, Ontario Canada from an international airport near the confirmed Voting Prize winner’s residence (as determined by Sponsor in its sole and absolute discretion); (ii) ground transportation to and from the airport in Toronto to the Explorers’ Edge region of Ontario; (iii) accommodation for two (2) (double occupancy) for seven (7) nights in a hotel or hotels determined by Sponsor in its sole and absolute discretion; (iv) the opportunity for the confirmed Voting Prize winner and his/her Guest to participate in two (2) pre-selected regional activities (such as canoe trip, or ATV tour) from a list of participating attractions; and (v) a \$500 CAD prepaid credit card for the confirmed Voting Prize winner (use of prepaid credit card is subject to the terms and conditions of the issuer). The ARV of the Voting Prize is \$7,469.00 USD // £6,092.00 GBP based on a London, England departure example – although the actual retail value may vary depending on the point of departure. Under no circumstances whatsoever will any difference between the actual and approximate retail values be awarded. Choice of flights, airline(s), hotel accommodations (including, without limitation, room size and occupancy) and all other aspects of the Voting Prize are at the sole and absolute discretion of the Sponsor.

For a list of participating accommodations, please visit: [www.explorersedge.ca/stay](http://www.explorersedge.ca/stay).

For a list of regional activities, please visit: [www.explorersedge.ca/do](http://www.explorersedge.ca/do).

Without limiting the generality of the foregoing, the following general conditions apply to the Voting Prize: (i) Voting Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor’s option; (iii) all travel related to the Voting Prize must be booked by no later than **March 1, 2018** and all travel must be completed between either: (a) **July 1, 2017 and October 31, 2017**; or (b) **July 1, 2018 and August 31, 2018** (otherwise the Voting Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place); (iv) the confirmed Voting Prize winner and his/her Guest must have all necessary documentation (including, but not limited to, a valid passport and/or travel visa) to permit international travel and must travel on the same itinerary; (v) the costs of everything not specifically and expressly stated above as included in the Voting Prize are the sole and absolute responsibility of the confirmed Voting Prize winner and his/her Guest, including, without limitation: meals and drinks; gratuities; entertainment; health and travel insurance; transportation for confirmed Voting Prize winner and his/her Guest to and from the international airport selected by the Sponsor; additional transportation; baggage and other fees; and items of a personal nature (NOTE: confirmed winner and/or his/her Guest may be required to present a valid major credit card in his/her name at the time of hotel check-in to cover any incidental expenses); (vi) if the confirmed Voting Prize winner and/or his/her Guest do not utilize any part(s) of the Voting Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Voting Prize or any component thereof; and (b) substitute the Voting Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (viii) all travel arrangements relating to the Voting Prize must be made through the Sponsor or its designated agents; and (ix) by accepting the Voting Prize, the confirmed Voting Prize winner agrees to waive all recourse against the Released Parties if the Voting Prize or a component thereof does not prove satisfactory, either in whole or in part.

**Guest Requirements:** The confirmed Voting Prize winner’s Guest must: (a) either be of the legal age of majority in his/her jurisdiction of residence or have the express written consent (in form and substance satisfactory to the Sponsor, in its sole and absolute discretion) to accompany the confirmed Voting Prize winner on the Voting Prize trip; and (b) sign (and have his/her parent/legal

guardian if he/she is under the legal age of majority in his/her jurisdiction of residence) and return the Sponsor's release (by the date indicated on the release form) indicating that he/she waives all recourse against the Released Parties relating to his/her participation in the Voting Prize (including, without limitation, any travel related thereto).

It is strongly recommended and encouraged that the confirmed Voting Prize winner and his/her Guest obtain sufficient personal travel and medical insurance prior to departure. Flights are subject to availability, blackout periods, government restrictions and regulations, airline, airport or other transportation restrictions and regulations. The Released Parties are not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason, of any aspect of the Voting Prize – including, but not limited to flight(s). Neither the confirmed Voting Prize winner nor his/her Guest nor any other person or entity will be compensated in the event of such delay, cancellation or other event contemplated herein. The Sponsor will not replace any lost or stolen tickets. Changes to flights and/or passenger names are not accepted once bookings have been confirmed.

**Grand Prizes (1):** There will be a total of one (1) Grand Prize (the “**Grand Prize**”) available to be won, consisting of the opportunity for the confirmed Grand Prize winner and one (1) guest (the “**Guest**”) to travel to the Explorer's Edge region of Ontario, Canada. Grand Prize includes: (i) round trip airfare (economy class) for the confirmed winner and his/her Guest to Toronto, Ontario Canada an international airport near the confirmed Grand Prize winner's residence (as determined by Sponsor in its sole and absolute discretion); (ii) ground transportation to and from the airport in Toronto to the Explorers' Edge region of Ontario; (iii) accommodation for two (2) (double occupancy) for seven (7) nights in a hotel or hotels determined by Sponsor in its sole and absolute discretion; (iv) the opportunity for the confirmed Grand Prize winner and his/her Guest to participate in two (2) pre-selected regional activities (such as canoe trip, or ATV tour) from a list of participating attractions; and (v) a \$500 CAD prepaid credit card for the confirmed Grand Prize winner (use of prepaid credit card is subject to the terms and conditions of the issuer). The ARV of the Grand Prize is \$7,469.00 USD // £6,092.00 GBP based on a London, England departure example – although the actual retail value may vary depending on the point of departure. Under no circumstances whatsoever will any difference between the actual and approximate retail values be awarded. Choice of flights, airline(s), hotel accommodations (including, without limitation, room size and occupancy) and all other aspects of the Grand Prize are at the sole and absolute discretion of the Sponsor.

For a list of participating accommodations, please visit: [www.explorersedge.ca/stay](http://www.explorersedge.ca/stay).

For a list of regional activities, please visit: [www.explorersedge.ca/do](http://www.explorersedge.ca/do).

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor's option; (iii) all travel related to the Grand Prize must be booked by no later than **March 1, 2018** and all travel must be completed between either: (a) **July 1, 2017 and October 31, 2017**; or (b) **July 1, 2018 and August 31, 2018** (otherwise the Grand Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place); (iv) the confirmed Grand Prize winner and his/her Guest must have all necessary documentation (including, but not limited to, a valid passport and/or travel visa) to permit international travel and must travel on the same itinerary; (v) the costs of everything not specifically and expressly stated above as included in the Grand Prize are the sole and absolute responsibility of the confirmed Grand Prize winner and his/her Guest, including, without limitation: meals and drinks; gratuities; entertainment; health and travel insurance; transportation for confirmed Grand Prize winner and his/her Guest to and from the international airport selected by the Sponsor; additional transportation; baggage and other fees; and items of a personal nature (NOTE: confirmed winner and/or his/her Guest may be required to present a valid major credit card in his/her name at the time of hotel check-in to cover any incidental expenses); (vi) if the confirmed Grand Prize winner and/or his/her Guest do not utilize any part(s) of the Grand Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (viii) all travel arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents; and (ix) by accepting the Grand Prize, the confirmed Grand Prize winner agrees to waive all recourse against the Released Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part.

**Guest Requirements:** The confirmed Grand Prize winner's Guest must: (a) either be of the legal age of majority in his/her jurisdiction of residence or have the express written consent (in form and substance satisfactory to the Sponsor, in its sole and absolute discretion) to accompany the confirmed Grand Prize winner on the Grand Prize trip; and (b) sign (and have his/her parent/legal guardian if he/she is under the legal age of majority in his/her jurisdiction of residence) and return the Sponsor's release (by the date indicated on the release form) indicating that he/she waives all recourse against the Released Parties relating to his/her participation in the Grand Prize (including, without limitation, any travel related thereto).

It is strongly recommended and encouraged that the confirmed Grand Prize winner and his/her Guest obtain sufficient personal travel and medical insurance prior to departure. Flights are subject to availability, blackout periods, government restrictions and regulations, airline, airport or other transportation restrictions and regulations. The Released Parties are not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason, of any aspect of the Grand Prize – including, but not limited to flight(s). Neither the confirmed Grand Prize winner nor his/her Guest nor any other person or entity will be compensated in the event of such delay, cancellation or other event contemplated herein. The Sponsor will not replace any lost or stolen tickets. Changes to flights and/or passenger names are not accepted once bookings have been confirmed.

**FOR ALL PRIZES:** Each confirmed winner will be solely responsible for all applicable national, federal, state and local taxes connected with receipt of his/her Prize, the use and enjoyment of his/her Prize, or any other connection with this Contest unless otherwise required by law or unless this requirement is waived by the Sponsor in its sole discretion. If Winner is a U.S. resident, he/she will receive IRS Form 1099 for the ARV of applicable Prize. As a condition of accepting a Prize, each winner hereby agrees to furnish any requested information needed for tax reporting. Each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole discretion). No substitutions are permitted except at Sponsor's option. If any part or parts(s) of a Prize is/are not

utilized, then any such part(s) not utilized may be forfeited in their entirety and, if forfeited nothing will be substituted in their place. Sponsor reserves the right at any time to place reasonable restrictions on the availability or use of a Prize or any component thereof. If, for any reason beyond the reasonable control of the Sponsor, a Prize cannot be awarded as contemplated by these Rules, as determined by Sponsor in its sole and absolute discretion, then Sponsor reserves the right to substitute the applicable Prize or any component thereof with thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award. By accepting a Prize, the confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part. None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, a confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Prize, each confirmed winner agrees to waive all recourse against the Released Parties if his/her Prize or a component thereof does not prove satisfactory, either in whole or in part.

The ARV of all Prizes in the Contest is \$16,617 USD // £13,551 GBP.

## 9. VOTING RULES AND VOTING ENTRIES:

To be eligible to cast a Vote (each, a **"Vote"** and collectively, the **"Votes"**) and earn a Voting Entry (each, a **"Voting Entry"** and collectively, the **"Voting Entries"**) in the Contest, an eligible voter must visit the Website during the Voting Period and follow the on-screen prompts to complete the following steps:

- a) Locate the Official Contest Voter Registration Form (the **"Form"**);
- b) Fully complete the Form with all required information, which requires the eligible voter to enter all required information in the space provided – including his/her first name, last name, complete mailing address (including postal/zip code), valid email address and valid telephone number;
- c) Signify his/her agreement that the eligible voter has have read and agrees to be legally bound by these Rules; and
- d) **OPTIONAL:** Signify whether or not the eligible voter would like to sign up to receive a quarterly newsletter and promotional package offers from the Sponsor (NOTE: Opting-in to receive such promotional communications and offers is entirely optional and will not increase or otherwise impact the chances of winning in this Contest).

Upon completing and submitting the Form in accordance with these Rules, the eligible voter will be able to cast one (1) Vote for his/her favourite Entry (from among the Entries displayed on the Website). **LIMIT: There is a strict limit of one (1) Vote per person.** For the avoidance of any doubt, this means that the same eligible voter cannot submit a Vote more than one (1) time during the Voting Period. Upon submitting a Vote in accordance with these Rules, the eligible voter will be eligible to earn one (1) Voting Entry. **LIMIT: There is a strict limit of one (1) Voting Entry per person.**

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that attempts were made by anyone to: (i) submit more than one (1) Vote per person; (ii) obtain more than one (1) Voting Entry per person; (iii) use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to vote; (iii) engage in any form of systematic voting from the same computer/IP address; and/or (iv) engage in any form of proxy voting scheme; then it may result in the disqualification, in the sole and absolute discretion of the Sponsor, of the Votes, Voting Entry, Entry, eligible voter and/or eligible entrant to which such Votes relate. Any Votes determined by Sponsor, in its sole and absolute discretion, to be in violation of the Sponsor's interpretation of the letter and/or spirit of these Rules (including, without limitation, Votes that cannot be validated in accordance with these Rules to the complete satisfaction of Sponsor) are subject to disqualification in the sole and absolute discretion of the Sponsor.

All Votes and Voting 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 (in a form acceptable to the Sponsor): (i) for the purposes of verifying the eligibility and/or legitimacy of any Vote, Voting Entry or other information entered (or purportedly entered) for the purposes of this Contest; and/or (ii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of 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 of the applicable Vote(s) and/or Voting Entry(ies) that cannot be verified to the complete satisfaction of the Sponsor.

**IMPORTANT NOTE:** Individuals may encourage others to vote for an Entry (e.g. via various social media sites and platforms); however, no form of incentive, inducement (including, without limitation, reciprocal voting sites and/or services), prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of receiving such individual's Vote for any Entry. In addition, proxy voting schemes (or anything reasonably resembling a proxy voting scheme, as determined by Sponsor in its sole and absolute discretion) are hereby expressly prohibited. Any individual determined by the Sponsor and/or its representative(s) to be engaging in any such behaviours and/or in violation of the letter and/or spirit of these Rules (all as determined in the sole and absolute discretion of the Sponsor) will be disqualified, and the corresponding Votes, Voting Entry, Entry, eligible voter and/or eligible entrant is/are subject to disqualification in the sole and absolute discretion of the Sponsor.

**IMPORTANT NOTE:** JUST BECAUSE A NUMBER OF VOTES MAY APPEAR ON A CONTEST LEADERBOARD OR OTHERWISE DOES NOT MEAN THAT THE ELIGIBLE ENTRANT ASSOCIATED WITH THOSE VOTES IS OR WILL BE A "WINNER". ANY OR ALL VOTES MAY BE VERIFIED BY THE SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION AT ANY TIME AND FOR ANY REASON. ANY SUCH PUBLIC DISPLAY OF VOTES IS FOR ENTERTAINMENT PROPOSES ONLY. ONLY THE SPONSOR CAN

DEEM AN ENTRANT TO BE AN ELIGIBLE WINNER.

#### 10. ELIGIBLE DRAW PRIZE WINNER SELECTION, NOTIFICATION AND CONFIRMATION PROCESSES:

On April 21, 2017, May 5, 2017 and May 19, 2017 (each, a “**Draw Prize Selection Date**”) in Bracebridge, Ontario, at approximately 2:00 p.m. ET/7:00 p.m. GMT, one (1) eligible entrant will be selected by random draw, using an independently verified computer system, from among all eligible Entries submitted and received to date during the Entry Period by 11:59:59 p.m. ET/4:59:59 a.m. GMT on day immediately preceding the applicable Draw Prize Selection Date (e.g. by 11:59:59 p.m. ET/4:59:59 a.m. GMT on April 20, 2017 for the Draw Prize Selection Date on April 21, 2017). PREVIOUSLY NON-WINNING ELIGIBLE ENTRIES AUTOMATICALLY CARRY-FORWARD TO BE INCLUDED IN RELATION TO SUBSEQUENT DRAW PRIZE SELECTION DATE(S). The odds of winning depend on the number of eligible Entries submitted and received to date in accordance with these Rules prior to the applicable cut-off time for each Draw Prize Selection Date.

The Sponsor or its designated representative will make a minimum of five (5) attempts to contact each eligible Draw Prize winner, using the contact details submitted by that winner, within seven (7) business days of the applicable Draw Prize Selection Date. If an eligible Draw Prize winner cannot be contacted as outlined above, 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 receive the Draw Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant from among the remaining Entries as outlined above in this Rule 13 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Draw Prize winner).

NO ONE IS A DRAW PRIZE WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A DRAW PRIZE WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS A WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS A CONFIRMED DRAW PRIZE WINNER, each eligible Draw Prize winner will be required to sign and return within seven (7) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Draw Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Draw 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 (except where prohibited by law). If an eligible Draw Prize winner: (a) fails to return the properly executed Contest documents within the specified time; (b) cannot be (or is unwilling to be) a winner and/or accept the Draw Prize (as awarded) for any reason; (c) fails to fully comply with all requirements contemplated in these Rules; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to receive the Draw Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant from among the remaining Entries as outlined above in this Rule 13 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Draw Prize winner).

#### 11. ELIGIBLE FINALIST SELECTION, NOTIFICATION AND CONFIRMATION PROCESSES:

On June 29, 2017 (the “**Finalist Selection Date**”) in Bracebridge, Ontario at approximately 2:00 p.m. ET/7:00 p.m. GMT, the Sponsor will tabulate the final number of eligible Votes submitted and received in accordance with these Rules during the Voting Period. The five (5) eligible entrants associated with the top five (5) eligible Entries that received the highest number of eligible Votes during the Voting Period (as determined by the Sponsor in its sole and absolute discretion) will each be selected as an eligible Finalist (each, a “**Finalist**”) and will each be eligible to receive one (1) Finalist Prize – subject to compliance with these Rules. Odds of being selected as an eligible Finalist and winning a Finalist Prize depend on the number of eligible Votes submitted and received in accordance with these Rules during the Voting Period. In the event of a tie based on the exact same number of eligible Votes submitted and received in accordance with these Rules during the Voting Period, the tie will be broken via a random drawing, using an independently verified computer system.

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact each eligible Finalist within three (3) business days of the Finalist Selection Date. If an eligible Finalist cannot be contacted as outlined above, 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 be a Finalist and to receive a Finalist Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant from among the remaining Entries as outlined above in this Rule 10 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Finalist).

NO ONE IS A FINALIST UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A FINALIST IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS A FINALIST OR AN ELIGIBLE FINALIST. BEFORE BEING DECLARED AS A CONFIRMED FINALIST, each eligible Finalist will be required to sign and return within seven (7) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) releases the Released Parties from any and all liability in connection with this Contest and his/her participation therein; (iii) formally assigns all rights (including, but not limited to, copyright) in and to his/her Entry Materials (and each component thereof) in favour of the Sponsor; (iv) acknowledges acceptance of the Finalist Prize (as awarded); (v) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Finalist Prize or any portion thereof; and (vi) 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 (except where prohibited by law). If an eligible Finalist: (a) fails to return the properly executed Contest documents within the specified time; (b) cannot be (or is unwilling to be) a Finalist and/or accept the Finalist Prize (as awarded) for any reason; (c) fails to fully comply with all requirements contemplated in these Rules; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to be a Finalist and to receive a Finalist Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant from among the remaining Entries as outlined above in this Rule 10 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Finalist).

## 12. ELIGIBLE VOTING PRIZE WINNER SELECTION, NOTIFICATION AND CONFIRMATION PROCESSES:

On June 30, 2017 (the “**Voting Prize Selection Date**”) in Bracebridge, Ontario at approximately 2:00 p.m. ET//7:00 p.m. GMT, one (1) eligible voter will be selected by random draw from among all eligible Voting Entries submitted and received in accordance with these Rules using an independently verified computer system. The odds of winning depend on the number of eligible Voting Entries submitted and received in accordance with these Rules.

The Sponsor or its designated representative will make a minimum of five (5) attempts to contact the eligible Voting Prize winner within five (5) business days of the Voting Prize Selection Date. If the eligible Voting Prize winner cannot be contacted as outlined above, 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 receive the Voting Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant from among the remaining Voting Entries as outlined above in this Rule 12 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Voting Prize winner).

NO ONE IS A VOTING PRIZE WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS THE VOTING PRIZE WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS A WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS A CONFIRMED VOTING PRIZE WINNER, the eligible Voting Prize winner will be required to sign and return within seven (7) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Voting Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Voting 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 (except where prohibited by law). If the eligible Voting Prize winner: (a) fails to return the properly executed Contest documents within the specified time; (b) cannot be (or is unwilling to be) a winner and/or accept the Voting Prize (as awarded) for any reason; (c) fails to fully comply with all requirements contemplated in these Rules; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to receive the Voting Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant from among the remaining Voting Entries as outlined above in this Rule 12 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Voting Prize winner).

## 13. ELIGIBLE GRAND PRIZE WINNER SELECTION, NOTIFICATION AND CONFIRMATION PROCESSES:

A panel of judges, including at least one independent judge (the “**Judges**”) appointed by the Sponsor will judge each confirmed Finalist’s Entry that on the basis of the following weighted Semi-Finalist Criteria (the “**Semi-Finalist Criteria**”):

<b>Semi-Finalist Criteria</b>	<b>Weighting</b>
1. Depicts the beauty of the Great Canadian Wilderness including rocks, trees, lakes and vistas	50%
2. Depicts entrant or his/her acquaintances enjoying a favourite activity in the Great Canadian Wilderness	30%
3. Shows iconic idea of the Great Canadian Wilderness that evokes national pride in the entrant	20%
<b>Total Score</b>	<b>Maximum 100%</b>

Each Finalist’s Entry will be given a score (the “**Score**”) by the Judges. Odds of being selected as an eligible winner of the Grand Prize depend on the calibre of each Finalist’s Entry. The confirmed Finalist associated with the top Score (as determined by the Judges, in their sole and absolute discretion) will be selected as an eligible winner of a Grand Prize. In the event of a tie based on Score, the confirmed Finalist associated with the eligible Entry – from amongst all such eligible Entries that are tied – with the highest score on Criteria 1 (followed in the event of a further tie by Criteria 2, then Criteria 3) will be selected as the eligible winner of the Grand Prize. In the event of an exact tie based on criteria 1, 2 and 3, a new panel of judges, including at least one independent judge, will be appointed by the Sponsor to break the tie in accordance with the preceding procedure. Judging is scheduled to be completed on or about June 30, 2017 (the “**Grand Prize Selection Date**”).

The Sponsor or its designated representative will make a minimum of five (5) attempts to contact each eligible Grand Prize winner within five (5) business days of the Grand Prize Selection Date. If an eligible Grand Prize winner cannot be contacted as outlined above, 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 receive a Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible Finalist, as outlined above in this Rule 11 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Grand Prize winner).

NO ONE IS A WINNER OF A GRAND PRIZE UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER OF A GRAND PRIZE IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS A WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS A CONFIRMED WINNER OF A GRAND PRIZE, each eligible Grand Prize winner will be required to sign and return within seven (7) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms continuing compliance with these Rules; (ii) acknowledges acceptance of the Grand Prize (as awarded); and (iii) releases the Released Parties 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 any portion thereof. If an eligible Grand Prize winner: (a) fails to return the properly executed Contest documents within the specified time; (b) cannot be (or is unwilling to be) a winner and/or accept the Grand Prize (as awarded) for any reason; (c) fails to fully comply with all requirements contemplated in these Rules; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to receive a Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible Finalist as outlined above in this Rule 11 (in which case the foregoing provisions of this section shall apply to such newly selected eligible Grand Prize winner).

**14. ENTRY SHARING:**

You are solely responsible for all communications that you send in relation to this Contest or otherwise. The Released Parties are not responsible for, and accept no liability whatsoever in relation to, communications that are sent by you to other individuals or entities. You may only share with friends with whom you have had direct voluntary two way communications, and with whom it is reasonable to conclude that you have a personal relationship considering shared interests, experiences, opinions and other relevant factors. You may only share with family members to whom you are related by marriage, a common-law partnership, or parent-child relationship, and with whom you have had direct voluntary two way communications. You will not receive anything from the Sponsor for the act of sharing information about this Contest.

**15. VERIFICATION:**

All Entries, Entry Materials, Votes, Voting Entries, eligible entrants and eligible voters 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 – which may include, 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, Entry Materials, Vote, Voting Entry and/or any 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 the Sponsor's interpretation of the letter and spirit of 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 official time-keeping device(s) used by the Sponsor.

**16. GENERAL CONDITIONS:**

This Contest is subject to all applicable national federal, state, local, provincial/territorial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. **ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.**

The Released Parties will not be liable for: (i) any failure – including, but not limited to, the failure of any website, platform and/or device during the Contest; (ii) any malfunction or other problem of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, Entry Materials, Vote, Voting Entry and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a Finalist and/or winner, or an eligible Finalist and/or winner; and/or (vi) any combination of the above.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, Sponsor reserves the right, in its sole and absolute discretion, to change or alter this Contest, as it deems appropriate, including, but not limited to, making changes or alterations to these Rules relating to the accommodation of participants in accordance with applicable accessibility legislation.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://explorersedge.ca/privacy-policy-terms-of-use/>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

A list of the names and locations (State or county and country) of Winners will be posted by the Sponsor on the following website: [www.shareyourcanada150.com](http://www.shareyourcanada150.com) or can be obtained by sending a stamped, self-addressed envelope (not available before July 17, 2017) to: Explorers' Edge "Share Your Canada" Contest Winner Confirmation Request, P.O. Box 30002, 5979 Baldwin St. S, Whitby, ON, L1M 0B5. Request for Winners must be received by August 18, 2017.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any eligible entrant, eligible voter, Entry, Entry Materials, Vote, Voting Entry and/or other information 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 Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, any instructions or interpretations of these Rules given by any representative of the Sponsor, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.



To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario, Canada in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.