

Agriculture for Life “GROWING ALBERTA BINGO CHALLENGE” Official Rules

Start: July 7, 2020

Closes: August 17, 2020

Agriculture for Life “GROWING ALBERTA BINGO CHALLENGE” Contest

OFFICIAL CONTEST RULES AND REGULATIONS (“Official Rules”)

Open to all youth in Alberta under 18 years old

1. NO PURCHASE NECESSARY: The Agriculture for Life “GROWING ALBERTA BINGO CHALLENGE” Contest (the “Contest”) is sponsored by Agriculture for Life (“Ag for Life” or the “Sponsor”). The Contest starts at 7:00 AM Mountain Time (“MT”) on July 7, 2020 and closes at 11:00 PM MT on August 17, 2020 (the “Contest Period”).

2. ELIGIBILITY: To enter and be eligible to win, a person must: (1) be a legal resident of Alberta; (2) be under 18 years of age, (3) not be an employee of the Sponsor, its affiliated companies or agents, their respective advertising or promotional agencies or the independent contest organization; (4) not be at any time of entry, an elected official, employee, of/for the Sponsor, its subsidiaries, divisions, affiliates, associates, licensees, dealers, or service agencies; and (5) not be any member of any such person’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the employee or not). In these Official Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner and/or spouse.

3. HOW TO ENTER THE CONTEST: There are three (3) ways to enter the Contest. Upon sampling any of the 16 Alberta produced foods identified on the Ag for Life / Alberta Farm Fresh Producers Association “Growing Alberta Bingo Challenge” Bingo Card, mark its corresponding square with an X. Completing any eight (8) squares on the card, or more, qualifies it for entry. Entrants can either:

- 1) During the Contest Period, upload an image of the completed Bingo card to the contest page at agricultureforlife.ca/growing-alberta-bingo-challenge
- 2) During the Contest Period, take a photo of the completed Bingo Card to submit to Ag for Life by email at info@agricultureforlife.ca with the subject heading “BINGO”; or

- 3) During the Contest Period, on the back of your marked Bingo Card, print your full name, complete mailing address (including Postal code), daytime telephone number (including area code), a valid email address, and mail with sufficient postage to: "Growing Alberta Bingo Challenge" Agriculture for Life, 32 Priddis Creek Drive, Foothills, AB T0L 1W2.

All entries must be received on or before the Contest Closing Date. 11:00 PM MT on August 17, 2020 (the "Contest Closing Date"). There is a limit to the number of entries a person may submit; one (1) entry per person per Bingo Card is allowed. "Growing Alberta Bingo Challenge" Bingo Cards can be obtained at agricultureforlife.ca/growing-alberta-bingo-challenge.

4. PRIZE(S): A total of one (1) prize will be drawn for on August 17, 2020. All other costs not specifically stated herein as being included with the Prize shall be the responsibility of any Prize recipients. Changes may occur in some of the specifications, features, optional equipment and pricing of the Prizes. The manufacturer and Sponsor reserve the right to make such changes, if so required. 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 a Prize of equal or greater value, without liability. In the event that a Prize recipient does not use or accept any portion of the Prize, there will be no extension, transfer, substitution or any kind of compensation provided.

5. PRIZE DRAW: A random draw will be held for the Prize on August 17, 2020 at approximately 11:00 PM (MT) (the "Draw Date") in Calgary, Alberta from among all eligible entries received by the Contest Closing Date. Odds of being selected depend on the total number of eligible entries received by the Contest Closing Date. The selected Prize recipient will be contacted by mail, telephone or email within ten (10) business days of the Draw Date. If the selected Prize recipient (a) cannot be reached by mail, telephone or email within ten (10) business days of the Draw Date; (b) fails to correctly answer the skill testing question (see Rule 6); or (c) fails to return the properly executed release form, as provided by , within the specified time (see Rule 6), then they will be disqualified, and another Prize recipient will be randomly selected until such time as contact is made by mail, telephone with a selected Prize recipient or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected Prize recipient.

6. To be declared the winner, the selected Prize recipient must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by mail, telephone or email. The selected Prize recipient will also be required to sign a declaration and release form, as supplied by Ag for Life, (the "Release Form") confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, its affiliated and related companies, advertising and promotional agencies, the independent contest organization, and their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns from any liability in connection with the Prize or the Contest. The Release Form must be returned within the time period specified on the Release Form or the Prize will be forfeited. The Sponsor will make the Prize available to the Prize recipient as either detailed by the Sponsor within twenty-one (21) days of being declared the Prize recipient. It is the responsibility of the Prize recipient to pick up the Prize within fifteen (15) days of being notified of its availability, failing which the Prize is forfeited. The Prize will not be released unless the Prize recipient first shows proof of eligibility.

7. GENERAL: By entering the Contest, entrants agree to abide by the Official Rules and the decisions of the Sponsor, judges and independent contest organization with respect to all aspects of the Contest, which are final. The Sponsor and the independent contest organization accept no responsibility for loss, damage or claims caused by or resulting from the Contest or the Prize associated with this Contest. By entering and accepting the Prize, the Prize recipient consents to the use of their first name, hometown/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 this Contest and in advertisements for subsequent contests. The Sponsor and the independent contest organization will not be responsible for late, lost, illegible, incomplete or destroyed entries; all such entries are void. The Sponsor and the independent contest organization do not assume any responsibility for lost or delayed mail-in entries, 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. In the event it is determined that an entrant has entered

in a fashion not sanctioned by the Official Rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified. All entries become the permanent property of the Sponsor and none will be returned. All entries and related intellectual property rights, including but not limited to copyright, become the sole property of the Sponsor, without compensation to entrant. Upon entry each entrant irrevocably waives all moral rights protecting the entry. Entries, may, throughout the Contest and thereafter, be distributed, used, reproduced, exhibited, donated, sold and/or displayed by the Sponsor, which rights are granted by an entrant to the Sponsor upon entry, all without notice or compensation to entrant. No correspondence will be entered into except with the potential Prize recipient after the Contest Closing Date. This Contest is subject to all applicable Federal, Provincial and municipal laws.

8. TERMINATION OF CONTEST: The Sponsor reserves the right to terminate or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, the Sponsor reserves the right to cancel the Contest and conduct a draw from all previously received eligible entries received by the Contest Closing Date. The Sponsor and the independent contest organization shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

9. PRIVACY: The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events and/or opportunities to support the Sponsor's mission. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please address your inquiry to :

“Growing Alberta Bingo Challenge” Agriculture for Life, 32 Priddis Creek Drive, Foothills, AB T0L 1W2.