

**Recycle BC #WhyWeRecycle Contest
OFFICIAL CONTEST RULES**

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN.

1. **SPONSOR:** #WhyWeRecycle Contest (the “Contest”) is sponsored by Recycle BC, 405-221 West Esplanade, North Vancouver, British Columbia (the “Sponsor”).
2. **ELIGIBILITY:** The Contest is open to legal residents of British Columbia, Canada, who are 19 years of age or older at the time of entry, with the exception of employees of the Sponsor, its parent, related and affiliated companies, subsidiaries, departments or agencies, franchisees, suppliers, advertising and promotional agencies, contest administrators, and any other parties engaged in the development, production or distribution of Contest materials and those living in the same household. By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules. Entrants who do not comply with any of the Contest Rules are subject to disqualification by the Sponsor, in the Sponsor’s sole discretion.
3. **CONTEST PERIOD AND CHALLENGE PERIODS:** The Contest begins on October 21, 2021 at 8:00 a.m. PT and ends on November 10, 2021 at 9:00 a.m. PT (the “Contest End Date”) after which time the Contest will be closed and no further entries shall be accepted.

The Contest will be administered in three separate challenge periods, as follows:

8:00 a.m. PT on October 21, 2021 to 9:00 a.m. PT on October 27, 2021 (“Challenge Period #1”)
8:00 a.m. PT on October 28, 2021 to 9:00 a.m. PT on November 3, 2021 (“Challenge Period #2”)
8:00 a.m. PT on November 4, 2021 to 9:00 a.m. PT on November 10, 2021 (“Challenge Period #3”)
(collectively, the “Challenge Periods”)

4. **HOW TO ENTER:** You must have or create an Instagram account to enter. There are no fees associated with the creation of an Instagram account. To participate in the Contest, entrants must complete the steps for each challenge:

Challenge 1: What Inspires You to Recycle?

- i. follow Recycle BC’s page on Instagram
- ii. post a comment that states what inspires you to recycle

Challenge 2: Share a photo of your favourite BC view

- i. follow Recycle BC’s page on Instagram
- ii. post a photo in your stories and tag @recyclebc and use the #WhyWeRecycle hashtag

Challenge 3: Tag who no view is complete without

- i. follow Recycle BC’s page on Instagram
- ii. tag the person(s) no view is complete without

Multiple entries can be obtained by posting multiple comments in challenge 1, multiple photos in challenge 2 and tagging multiple people in challenge 3.

Post Entry Rules

Your contest entry must: A) be posted directly from Instagram account during the Contest Period; B) be in ‘good taste’ and must not be explicit or offensive as determined by the Contest Sponsor in its sole and absolute discretion; C) not violate any law or regulation; D) not be libelous, threatening or harassing; and E) not instigate others to commit illegal activities or violate human rights.

The Contest Sponsor's right to use contest entries: You acknowledge that your contest post may appear on the Contest Sponsor's Twitter, Instagram or Facebook feed after they are posted on your account and may appear in other electronic and print materials related to the Contest, including promotional materials. By using the designated contest hashtag or tagging @RecycleBC you grant the Contest Sponsor the right to use, publish, adapt, edit, dispose of and /or modify such entry and the concepts and waive all your rights in the entry without notice or compensation and agree that you may be required to sign a release to that effect.

Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise, illicit means to enter the Contest, or any other methods not authorized by these Contest Rules, for example, but not limited to, creating multiple accounts, identities, or registrations, all in the Sponsor's sole discretion, shall be deemed as tampering and may disqualify you from entering, participating and/or winning a prize. Proof of transmission (screenshots or captures, etc.) does not constitute proof of entry or receipt of an entry.

5. **PRIZES:** There will be three (3) prizes available to be won as follows:

Prize #1 (approximate retail value \$274):

- Four (4) tickets to the Vancouver Aquarium
- One (1) LARQ self-cleaning water bottle

Prize #2 (approximate retail value \$369):

- One (1) inflatable paddleboard

Prize #3 (approximate retail value \$279):

- One (1) Yeti cooler

(Collectively, the 'Contest Prizes'). All prizes will be awarded and are provided "AS IS" without warranty of any kind, express or implied. The Selected Entrant (as defined below) is responsible for all travel, parking and any other expenses associated with using the Contest Prizes.

By completing an Entry, the Selected Entrant assumes any and all liability for any injury or damage caused, or claimed to be caused, by entering, participating in this promotion or use or redemption of the Contest Prizes. Prizes or any portion thereof cannot be combined with other discounts, promotions or special offers. Sponsor reserves the right to substitute an alternate prize of equal or greater value if an advertised prize is unavailable at time of award.

6. **ODDS OF WINNING:** The odds of winning depend on the number of eligible entries received before the Contest End Date.
7. **SKILL TESTING QUESTION:** Selected Entrants will be required, as a condition to winning a Prize, to correctly answer, without assistance of any kind, the Sponsor's time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call.

8. **WINNER SELECTION AND CONFIRMATION:**

Draw Dates/Winner Contact Dates

The Draw Date will be within three (3) days of the end of each of the Challenge Periods, as follows: at the end of Challenge Period #1, the winner of Prize #1 will be selected; at the end of Challenge Period #2, the winner of Prize #2 will be selected; and at the end of Challenge Period #3, the winner of Prize #3 will be selected.

On the Draw Dates outlined above, the Sponsor, or an employee, agent or other representative of the Sponsor, will conduct a random draw from all eligible entries and select the potential winner (the

“Selected Entrant”) for each Challenge Period. The Selected Entrant will be deemed a winner if they meet all of the eligibility criteria set out in these Contest Rules. If a Selected Entrant does not meet the eligibility criteria, they will be disqualified and will not receive a Prize and another entrant will be selected by way of a random draw from the remaining eligible entries. Before being declared a winner, a Selected Entrant will be required to: (i) correctly answer the Sponsor’s skill-testing question; (ii) sign and return the Sponsor’s Declaration of Eligibility and Liability/Publicity Release form; and (iii) comply with all other Contest Rules, all in the sole discretion of Sponsor.

The Selected Entrant will be notified within five (5) business days of the draw and will be contacted by Instagram, using the contact information provided at the time of entry into the Contest, in Sponsor’s sole discretion, and up to three attempts will be made within 96 hours following the draw. A Selected Entrant that does not or cannot accept the Prize may be forfeited and a new Selected Entrant selected by random draw, in the Sponsor’s sole discretion. The Sponsor’s signed release form must be received by Sponsor no later than seven (7) days after being confirmed the Selected Entrant. Sponsor is not responsible for the failure for any reason whatsoever of a Selected Entrant to receive notification or for the Sponsor to receive a Selected Entrant’s response.

Disputes regarding identity of entrant: If the identity of a Selected Entrant is disputed, the entry will be deemed to have been submitted by the Authorized Account Holder (the individual assigned to the social media handle associated with the entry). Each Selected Entrant may be required to provide proof that he/she is the Authorized Account Holder associated with the selected entry.

9. **RELEASE AND INDEMNIFICATION:** The winner must sign the Sponsor’s Declaration of Eligibility and Liability/Publicity Release form to: (i) confirm compliance with the Contest Rules; (ii) agree to accept the Prize as awarded; (iii) release, discharge and hold harmless on behalf of him or herself and on behalf of any individuals who the winners may bring with them to the match, the Sponsor, its departments and agencies, parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, counsel, marketing partners, Elemental Inc., and each of their respective directors, officers, employees, shareholders, successors, sponsors, partners, licensees, subsidiaries, agents, artists, advisors, assignees, and all others associated with the administration, development and execution of the Contest (the “Released Parties”) from and against any and all manner of action, cause of action, claim or demand, loss or injury, use or misuse of a prize or any travel related thereto, and the use of the Entry by the Sponsor, suit, debt, covenant, contract, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach, failure of any third party contractor or supplier used in connection with any aspect of the Contest to perform or deliver any goods or services, any act of God or any other event beyond the Released Parties’ control, any dissatisfaction of any kind by a winner with any aspect of the Contest or any Prize, liability for physical injury, death, or property damage which the entrants, guests, their heirs, successors or assigns have, might have or could have suffered, by reason of or arising out of the entrant’s participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the Prize as awarded; and (iv) indemnify the Released Parties against any loss, damage or expense, including legal fees, that any of the Released Parties may suffer or incur as a result of any non-compliance by an entrant with any of the Contest Rules or participation in the Contest and/or in connection with the acceptance and/or exercise by an entrant of a prize and the use of the Entry by Sponsor.

The Sponsor nor any of the Released Parties, are in any way responsible for: (i) incorrect or inaccurate entry information which may affect a person’s ability to participate in the Contest or be awarded a Prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries which fail to fully comply with these Contest Rules; (ii) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) lost, incomplete, delayed, mutilated or misdirected entries or Declaration and Release forms; (iv) injury or damage to the entrant’s

computer or to any other individual's computer related to or resulting from participating in, or downloading any material regarding the Contest or accepting a prize; (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any Prize, including any travel related thereto and the use of the Entry by Sponsor; (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; or (vii) late, lost, misdirected or unsuccessful efforts to notify a potential winner.

10. **OTHER CONDITIONS:** 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 for any reason, the Sponsor reserves the right to cancel the Contest and conduct a random draw from all previously received eligible entries received by the Contest End Date.

Publicity, entrant information, and consent to receive electronic communication: By participating in the Contest, entrants consent to the use of their name, address, postal code, telephone number, or any other means, for the administration of this Contest or any publicity carried out by the Sponsor, without further notice or compensation. By submitting an entry to the Contest, entrants also consent to the use of their name, address, postal code, telephone/cell number, and/or social media handles to receive promotional communications from Recycle BC.

Law: The Contest is void where prohibited by law and is subject to all applicable Canadian federal, provincial, territorial, municipal and local laws. This Contest shall be governed exclusively by the laws of the Province of British Columbia, Canada, including all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, rights and obligations between entrants and the Sponsor, and procedural provisions, without giving effect to any choice of law or conflict of law rules. Any dispute shall be adjudicated by a single arbitrator chosen by Recycle BC, who shall conduct a final and binding arbitration in the city of Vancouver, province of British Columbia, where the unsuccessful party shall bear the entire cost of the arbitration.

Rule amendments: The Sponsor reserves the right, in its sole discretion, to amend or modify these Contest Rules, or modify, cancel or suspend this Contest, without prior notice for any reason whatsoever, including without limitation in the event that any cause beyond the reasonable control of the Sponsor corrupts, or threatens to corrupt, the security or proper administration of the Contest.

Intellectual Property: All intellectual property, including but not limited to trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans and representations are owned by the Sponsor or by London Drugs, and used with their permission. All rights are reserved. Unauthorized copying or use of any copyrighted material or other intellectual property without the express written consent of the Sponsor (or London Drugs, in the case of London Drugs copyrighted material or trademarks, whether registered or not) is strictly prohibited. The Sponsor's marketing or other partners, if any, shall also have access to and rights to reproduce, copy or otherwise use any materials generated by this Contest or any submissions or materials generated by entrants.

11. **ADDITIONAL CONTEST RULES RELATING TO SOCIAL MEDIA:**

(i) Facebook

RELEASE AND INDEMNIFICATION: The winner must sign the Sponsor's Declaration of Eligibility and Liability/Publicity Release form to: (i) confirm compliance with the Contest Rules; (ii) agree to accept the Prize as awarded; (iii) release, discharge and hold harmless the Sponsor, its departments and agencies, parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies,

counsel, marketing partners, Facebook and each of their respective directors, officers, employees, shareholders, successors, sponsors, partners, licensees, subsidiaries, agents, artists, advisors, assignees, and all others associated with the administration, development and execution of the Contest (**Released Parties**) from and against any and all manner of action, cause of action, claim or demand, loss or injury, use or misuse of a prize or any travel related thereto, and the use of the Entry by the Sponsor, suit, debt, covenant, contract, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach, failure of any third-party contractor or supplier used in connection with any aspect of the Contest to perform or deliver any goods or services, any act of God or any other event beyond the Released Parties' control, any dissatisfaction of any kind by a winner with any aspect of the Contest or any Prize, liability for physical injury, death, or property damage that the entrants, guests, their heirs, successors or assigns have, might have or could have suffered, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the Prize as awarded; and (iv) indemnify the Released Parties against any loss, damage or expense, including legal fees, that any of the Released Parties may suffer or incur as a result of any non-compliance by an entrant with any of the Contest Rules or participation in the Contest and/or in connection with the acceptance and/or exercise by an entrant of a prize and the use of the Entry by Sponsor.

Any and all information provided in this contest provided by Sponsor not Facebook.

To release, discharge and hold harmless the Sponsor, its departments and agencies, parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, counsel, marketing partners, Facebook and each of their respective directors, officers, employees, shareholders, successors, sponsors, partners, licensees, subsidiaries, agents, artists, advisors, assignees, and all others associated with the administration, development and execution of the Contest (**Released Parties**) from and against any and all manner of action, cause of action, claim or demand, loss or injury, use or misuse of a prize, suit, debt, covenant, contract, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach, failure of any third-party contractor or supplier to the Sponsor or used in connection with any aspect of the Contest to perform or deliver services, any act of God or any other event beyond the Sponsor's control, any dissatisfaction of any kind with any aspect of the Contest or any prize, liability for physical injury, death, or property damage that I, my heirs, successors or assigns have, might have or could have suffered, by reason of or arising out of participation in the Contest and/or in connection with the acceptance and/or exercise of the prize as awarded.

Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise illicit means to enter the Contest, or any other methods not authorized by these Contest Rules, for example, but not limited to, creating multiple Facebook or email accounts, identities, or registrations, all in the Sponsor's sole discretion, shall be deemed as tampering and may disqualify you from entering, participating and/or winning a prize.

(ii) Instagram

Not sponsored, endorsed or administered by, or associated, with Instagram.

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any act of God or any other event beyond the Released Parties' control, any dissatisfaction of any kind by a winner with any aspect of the Contest or any prize, liability for physical injury, death, or property damage that the entrants, guests, their heirs, successors or assigns have, might have or could have suffered, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the Prize as awarded; and (iv) indemnify the Released Parties against any loss, damage or expense, including legal fees that any of the Released Parties may suffer or incur as a result of any non-compliance by an entrant with any of the Contest Rules or participation in the Contest and/or in connection with the acceptance and/or exercise by an entrant of a prize and the use of the Entry by Sponsor.

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The contest sponsor is not responsible for entries not counted due to privacy settings set by the user.