

# THE SWEET LIFE IN SPRUCE OFFICIAL CONTEST RULES

## INTRODUCTION

The Sweet Life in Spruce Contest (the "Contest") is administered by Catapult Marketing (the "Sponsor") in partnership with Melcor, Beaverbrook Communities, Qualico Communities, Lamont Land, Robson Development and Landrex Inc. (the "Partner Developers"). Entrants can obtain and submit one entry form at each of the listed show homes located in Spruce Grove and enter into a random draw for one (1) \$5,000 gift card from Flight Centre. Entrants can increase their chances of winning by visiting more participating show homes and obtaining and submitting an entry at each of them. Limit of one entry per person per show home.

## ELIGIBILITY

The Contest is open to residents of any province or territory of Canada, excluding Quebec, who have attained the age of majority in their particular province or territory of residence. Employees of the Sponsor and the Partner Developers, and their immediate family members (defined as parents, children, siblings, and spouse) and/or those living in same household of each are not eligible to enter the Contest.

## TO ENTER

**NO PURCHASE IS NECESSARY TO ENTER THIS CONTEST.** To enter the Contest, obtain, and submit an entry form at one or more of the following participating show homes located in the city of Spruce Grove during their regular operating hours. Entry forms will be specific to each show home and each individual entrant may submit a maximum of one entry form per show home. Entering more than once per show home will void all entries from that person and disqualify him or her from winning the Contest.

The participating show homes in Spruce Grove are listed below. Show home participation and operating hours may be subject to change without prior notification

### Melcor

Hours: 3:00 p.m. - 8:00 p.m. Weekdays and 12:00 p.m.- 5:00 p.m. on Weekends

<u>Neighborhood</u>	<u>Address</u>	<u>Builder</u>
Tonewood	74 Tribute Common	Pacesetter Homes / Western Living Homes Ltd.
Tonewood	72 Tribute Common	Pacesetter Homes / Western Living Homes Ltd.
Jesperdale	61 Autumnwood Cres	Reidbuilt Homes
McLaughlin	78 Westgrove Drive	Pacesetter Homes / Bedrock Homes
McLaughlin	79 Westgrove Drive	Pacesetter Homes / Bedrock Homes
Stoneshire	5 Lilac Bay	Stonegate Developments /Rococo Homes Inc.
Stoneshire	7 Lilac Bay	Stonegate Developments /Rococo Homes Inc.

### Beaverbrook Communities

Hours: Mon-Thurs 3:00 p.m. - 8 p.m. and 12:00 p.m. - 5:00 p.m. Weekends & Holidays

<u>Neighborhood</u>	<u>Address</u>	<u>Builder</u>
Greenbury	128 Greenbury Close	Alquinn Homes
Greenbury	129 Greenbury Close	Alquinn Homes
Greenbury	130 Greenbury Close	Dolce Vita Homes
Greenbury	134 Greenbury Close	Dolce Vita Homes
Greenbury	136 Greenbury Close	Western Living
Kenton	161 Kingsbury Circle	Cami Comfort Homes
Kenton	163 Kingsbury Circle	Cami Comfort Homes
Kenton	3 Kingsbury Circle	Alquinn Homes
Kenton	5 Kingsbury Circle	San Rufo Homes
Prescott	14 Prescott Boulevard	Averton Homes
Prescott	16 Prescott Boulevard	Mac & Mitch Homes
Woods at Kenton	62 Kenton Woods Lane	Alquinn Homes

### Qualico

Hours: Mon-Thurs 3:00 p.m. - 8 p.m. and 12:00 p.m. - 5:00 p.m. Weekends & Holidays

<u>Neighborhood</u>	<u>Address</u>	<u>Builder</u>
Springate	98 Spruce Ridge Drive	Alquinn Homes
Springate	100 Spruce Ridge Drive	Sterling Homes

### Robson Developments

Hours: Mon-Thurs 3:00 p.m. - 8 p.m. and 12:00 p.m. - 5:00 p.m. Weekends & Holidays

<u>Neighborhood</u>	<u>Address</u>	<u>Builder</u>
Hilldowns	#8 Hull Wynd	First Avenue Homes
Hilldowns	#10 Hull Wynd	Celico Builders Inc.
Hilldowns	#7 Hull Wynd	Masterpiece Custom Homes

### Lamont Land

Hours: Mon-Thurs 3:00 p.m. - 8 p.m. Weekdays and 12:00pm - 5:00pm Weekends & Holidays

<u>Neighborhood</u>	<u>Address</u>	<u>Builder</u>
Harvest Ridge	38 Hope Common	Alquinn Homes
Harvest Ridge	21 Hope Common	Bedrock Homes
Harvest Ridge	23 Hope Common	Bedrock Homes
Harvest Ridge	40 Hope Common	Homexx Homes
Harvest Ridge	36 Hope Common	Southbend Developments
Harvest Ridge	17 Harvest Point	Lang Built Homes

#### PROMOTION PERIOD

Contest begins at 12 noon, Mountain Time, on Saturday, October 8, 2016 and ends at 8:00 p.m. Mountain Time on November 21, 2016 (the "Promotion Period"). Entries submitted outside the Promotion Period are disqualified from eligibility for the Contest.

#### USE OF PERSONAL DATA

Sponsor will be collecting personal information about participants when they enter the Contest. Personal information will be used only for the administration of the Contest, unless the entrant otherwise specifies by giving the Sponsor notice in writing.

#### AGREEMENT TO OFFICIAL RULES

Participation in the Contest constitutes the entrant's full and unconditional agreement to and acceptance of these Official Rules and willingness to be contacted by email or telephone. If any provisions of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

#### SELECTION OF POTENTIAL WINNERS

On or about November 24, 2016, one entry will be randomly selected from all eligible entries and will be the Potential Winner.

Using the contact information from the entry, the Sponsor will make a minimum of three (3) attempts to contact the Potential Winner within seven (7) days of the date of the random selection. If the Potential Winner is ineligible, cannot be contacted, or the Potential Winner does not respond within two days of the Sponsor's third attempt at contact, then the Potential Winner may be disqualified (and be required to forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate potential winner from the remaining eligible entries.

Before being declared the Contest winner, the Potential Winner must comply with all of the Conditions of Winning described herein. If a Potential Winner does not comply with any of the Conditions of Winning, or is determined to be

in violation of the rules, as determined in the Sponsor's sole discretion, the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate winner from the remaining eligible entries.

#### CONDITIONS OF WINNING:

Before being awarded the Prize, the potential winner must:

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question, which may be administered by telephone, mail or email;
- b) Sign and submit to the Sponsor, within five days of notification, a publicity release authorizing the use, without additional compensation, of his or her name and/or likeness and/or voice/photograph, and municipality of residence for promotion and/or advertising purposes in any manner and in any medium by the Sponsor and/or the Developer Partners (including without limitation, radio broadcasts, newspapers and other publications and in television or over the internet and through social media).
- c) Sign and submit to the Sponsor, within five days of notification, a declaration, in a form and substance satisfactory to the Sponsor, confirming that he or she read, understood and accepted these rules and regulations and is eligible to participate in the Contest;
- d) Sign and submit to the Sponsor, within five days of notification, a release and indemnity agreement in a form and substance satisfactory to the Sponsor confirming, without limitation, that he/she releases the Sponsor, the City of Spruce Grove, the Partner Developers, their affiliates, and all of their councilors, directors, officers, employees, volunteers, agents and insurers, as well as their respective advertising and promotional agencies and any prize suppliers (collectively, the "Releasees") from any and all liability arising in connection with participation in the Contest and acceptance and use of the Prize.
- e) Provide, within five days of notification, proof of government issued photo identification, satisfactory to the Sponsor, confirming the name, age and residence of the Potential Winner.
- f) Confirm acceptance of the prize as awarded.

Upon satisfactory completion of the Conditions of Winning, the relevant prize will be sent by courier to the winner's home address unless other arrangements are mutually agreed between the winner and the Sponsor.

#### PRIZE

There is one (1) Prize eligible to be won. The Prize shall be one (1) \$5,000 CAD gift card for Flight Centre.

The odds of winning the Prize will depend upon the total number of eligible entries.

The Prize must be accepted as awarded and is not transferable or convertible to cash. No substitutions except at the Sponsor's sole option. The Sponsor reserves the right to substitute a prize of equal or greater value.

The Winner and any travel companion(s) are responsible for ensuring that all travel papers required for travel to the destination are in good order. The Releasees are not responsible if the Winner and/or travel companion(s) are denied entry into any destination country for any reason.

The Winner is responsible for all expenses incurred during his or her travels which are not covered by the Prize. These expenses include, but are not limited to, obtaining valid passports for the Winner and any travel companion(s), obtaining valid travel and medical insurance for the Winner and any travel companion(s), meals, sightseeing tours and activities, taxes, gratuities and items of a personal nature. The Winner may not seek reimbursement for these expenses from the Releasees.

No responsibility is assumed by the Releasees for cancelled, delayed, suspended or rescheduled travel for any reason whatsoever.

#### GENERAL CONDITIONS

All decisions made by the Sponsor with respect to the Contest are final and binding.

The Contest is governed by the laws of Canada and the Province of Alberta and participants in the Contest hereby consent to the exclusive jurisdiction of those laws for any causes or controversies arising out of the Contest. Each participant waives any and all objections to jurisdiction and venue in these courts. All national, federal, provincial and local laws and regulations apply. Void where prohibited. This contest is not open to residents of Quebec.

Except where prohibited by law, the winner grants to the Sponsor and its advertising agencies the right to use and publish the photograph and anecdote, along with the winner's photo, proper name, likeness, voice, opinions, biographical information and city of residence in any media to promote Sponsor or the Contest without additional compensation or permission.

By entering the Contest, entrants release and hold harmless the Releasees from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or receipt or use and/or misuse of any prize.

The Sponsor reserves the right to cancel or modify the Contest at any time if fraud or any other factor impairs the integrity of the Contest as determined by the Sponsor in the Sponsor's sole discretion.

If, in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest (including the unauthorized reproduction of entry forms), or if technical difficulties compromise the integrity of the Contest, the Sponsor reserves the right in its sole discretion to void any entries at issue (including disqualifying any individual who tampers with the entry process), and to cancel, terminate, modify or suspend the Contest, in whole or in part, at any time without notice.

The Sponsor is not responsible for any incorrect, inaccurate, illegible, incomplete, lost, late, damaged, destroyed, misdirected or unintelligible entries or information, which will be disqualified, in the Sponsor's sole discretion, or for any technical or human error which may occur in the processing of submissions in the Contest for reasons which are beyond the Sponsor's control. The Releasees do not assume responsibility for any error, theft or destruction or unauthorized access to, or alteration of, entries for reasons which are beyond the Sponsor's control.