



# food preservation day

## CONTEST « Food preservation day »

### Rules of participation

This contest is organized by Earth Day Canada as part of The Canning Tour and will run from September 27 to October 10, 2022, midnight. Two winners will be drawn: one on Facebook and one on Instagram. The draw will take place on October 11th, the winners will be contacted privately and will receive a \$500 gift card to use at the IGA store of their choice.

The "Canning Day" Contest (the "**Contest**") is being run solely on the @jourdelaterreqc Facebook page and the @jourdelaterreca Instagram page, in collaboration with Earth Day Canada (the "**Contest Organizer**") and Sobeys Capital Inc. as prize provider (the "**Provider**") only.

The Contest runs on Facebook and Instagram from September 27, 2022 at 9:00 a.m. Eastern Time (ET) to October 10, 2022 by 11:59 p.m. ET (the "**Contest Period**").

#### ELIGIBILITY

The Contest is open to all legal residents of Quebec who have reached the age of majority in their province or territory of residence at the time of entry and have a valid Facebook or Instagram account.

**EXCLUSIONS:** Employees, representatives and/or agents of the IGA Ambassadors and Influencers Contest Organizer, prize suppliers and their advertising or promotional agencies, and any other entity involved in the design, production, implementation, administration or execution of the Contest (collectively, the "**Parties**"), as well as any person with whom such Excluded Entrant is domiciled or any member of his or her immediate family (each, an "**Excluded Entrant**"), are not eligible to participate in the Contest. For the purposes of these Contest rules (the "**Rules**"), the term "immediate family" includes an excluded entrant's parent, brother, sister, child, husband, wife or common-law partner. For clarity, an eligible Participant who is not an Excluded Entrant is hereinafter referred to as a "**Participant**".

Purchases are calculated on the price of merchandise before taxes, excluding tobacco products, lottery tickets, transportation tickets, gift cards, blooming items and any other products where prohibited by law.

Each participant must participate exclusively on his or her own behalf and for his or her own personal benefit.

## HOW TO ENTER AND PARTICIPATE

### NO PURCHASE NECESSARY

Internet access and a valid Facebook or Instagram Account are required to register and enter the Contest (the "Entry").

To enter the Contest, visit Earth Day Canada's Facebook page (@jourdelaterreqc or Earth Day Canada's Instagram page @jourdelaterreca and follow the on-screen instructions on the post mentioning this Contest to complete the entry steps:

- If you are entering on Facebook, you must comment on the contest post on the @jourdelaterreqc page with a photo of your preserved food (canned, frozen or dehydrated). This photo must have been taken by the person participating in the contest.
- If you are entering on Instagram, you must comment on the Contest post on the @jourdelaterreca page mentioning the food you intend to preserve and identifying the person(s) who will be enjoying that dish with you.

By entering the Contest you agree to be contacted by Earth Day regarding your participation in the Contest. You also agree to Facebook's privacy and data use policy. (an "Entry"). To be eligible for the Contest, your Entry must be submitted and received during the Contest Period. All eligible Entries submitted and received during the Contest Period will be included in the prize draw.

The Contest Organizer reserves the right to delete, erase, hide and/or edit any posted material at any time without notice. It does not endorse any material posted, stored or uploaded by entrants or any third party, and assumes no responsibility for such material or for any loss or damage thereto.

This Contest is in no way associated with, or operated or sponsored by Facebook. You understand that you are providing your personal information to Earth Day Canada and not to Facebook. The personal information you provide will be used by the Contest Organizers and its partners for the purpose of administering and managing this Contest, and subject to the uses you have authorized in connection with your Entry. Facebook is completely released from all liability by each participant in this Contest. Any questions, comments or complaints in connection with this Contest should be directed to Earth Day Canada and not to Facebook.

## PRIZES AND APPROXIMATE RETAIL VALUE

A total of two (2) prizes will be offered in this Contest.

Each prize consists of one (1) IGA gift card valued at five hundred dollars (\$500).

The total value of all prizes offered in this Contest is one thousand dollars (\$1000).

The Prize will be awarded by the Contest Organizer.

Each prize must be accepted as awarded and may not be transferred, assigned or redeemed for cash (except as expressly permitted by the Contest Organizer in its sole discretion). No prize substitutions will be made, except at the discretion of the Contest Organizer. One prize will be awarded per social network only to those who complete all steps of the contest on Facebook or Instagram and respond within seven (7) days to messages sent by Earth Day Canada following the drawing of their name in the prize draw.

## SELECTION OF WINNERS

The draw will take place on October 11, 2022 at 2:00 p.m. (ET) at the offices of Earth Day Canada located at 5818 St. Laurent Boulevard, H2T 1T3, Montreal, Quebec, during which two (2) participants will be selected electronically and at random from among all the Entries collected or sent and received during the Contest Period, in accordance with these Rules.

## ODDS OF WINNING

The odds of winning depend on the number of eligible entries submitted and received during the Contest Period in accordance with these Rules. Each person may enter the Contest once via each social network, once on Facebook and once on Instagram.

## CONTACT OF SELECTED ENTRANTS

The Contest Organizer, or a designated representative, will make at least one (1) attempt to contact the selected entrants via Facebook or Instagram, using their social media handles as used to enter this Contest. If, after seven (7) days following the Draw Date, any of the selected entrants cannot be contacted, or if the notification sent to the selected entrant is returned as undeliverable, the selected entrant will, at the sole discretion of the Contest Organizers, be disqualified (and forfeit all rights to the prize in question). In such event, the Contest Organizers reserve the right, in their sole discretion and if time permits, to randomly select another eligible entrant from the remaining eligible Entries (in which case, the provisions set forth in this section will apply to the newly selected entrant).

BEFORE BEING CONFIRMED AS A PRIZE WINNER, each selected entrant will be required to: (a) provide a first and last name and a valid mailing address in order for the Provider to mail the gift card.

If the selected entrant: (a) fails to respond within seven (7) days to messages sent by Earth Day Canada, (b) cannot accept (or refuses to accept) the prize as awarded for any reason and/or (c) is found to be in violation of these Rules (as determined by the Contest Organizers in their sole discretion), he/she will be disqualified (and forfeit the prize) and the Contest Organizers reserve the right, in their sole discretion and time permitting, to randomly select another eligible entrant from among the remaining eligible Entries received (in which case, the provisions of this paragraph will apply to the new selected entrant).

Limit of one (1) prize per Participant per household.

Each winner consents to the publication, reproduction or other use of his/her name and statements in connection with the Contest and any materials and photographs by or on behalf of the Contest Organizers for publicity or other promotional or commercial use by or on behalf of the Contest Organizers in any existing or future media, including print, radio, television and the Internet, without further notice or compensation.

## GENERAL CONDITIONS

All Entries become the property of the Contest Organizer. The Contest is subject to all applicable federal, provincial and municipal laws and regulations.

The decisions of the Contest Organizer are final and binding in all matters relating to this Contest, including any decisions regarding the validity or disqualification of Entries or entrants. By entering this Contest, you agree to be legally bound by the terms of these Rules. Any person found to be in violation of these rules for any reason is subject to disqualification at any time at the sole discretion of the Contest Organizer.

The Contest Organizer reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, due to an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause.

Any attempt to deliberately undermine the legitimate operation of this Contest (in the sole discretion of the Contest Sponsor) is a violation of criminal and civil laws. The Contest Organizer reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Organizer, with the consent of the Régie, reserves the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of an accident, printing error, administrative error or any other error whatsoever, or for any other reason, without prior notice or obligation.

The Contest Organizer reserves the right, in its sole and absolute discretion, to modify without notice the Contest schedule or any of the dates indicated in these Contest Rules, when necessary, in order to verify the compliance of any entrant or Entry with these Contest Rules, or due to technical problems or any other circumstances which, in the opinion of the Contest Organizer and in its sole discretion, may affect the proper administration of the Contest in accordance with these Contest Rules, or for any other reason.

Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant authorizes the Contest Organizer and its agents and/or representatives to retain, share and use the personal information provided in the Entry solely for the purposes of administering the Contest and awarding the Prize, including, without limitation, communicating with the entrant about the Contest and his/her entry. You may also receive additional communications from Earth Day Canada and/or third party partners (as applicable) about their products, services, upcoming contests and promotional offers if you consent to receive such communications through the Contest Website. You may at any time during or after the Contest waive your consent to receive additional communications by following the unsubscribe instructions available in such communications.