

OFFICIAL CONTEST RULES – BETTER TOGETHER SURVEY

To Enter:

Individuals who complete a survey and provide a valid email address through the www.bettertogetherbc.ca web survey will be entered into a monthly draw. No purchase necessary. Limit 1 entry per person per month.

Use of Emails:

Emails received shall be used to conduct the survey prize draw and notify the prize winner only. For full disclosure of BC Dairy Association's privacy policy please visit <http://bettertogetherbc.ca/pages/privacy-policy>

Draw Period

The draw period shall be considered the month in which the email address was received. All entries received in a particular month shall be considered for that month's prize only and shall not be eligible for prizes awarded in subsequent months.

Prizes

There will be one prize of \$50 (Canadian) cash available to be won each month for the duration of the promotion.

To Win

Random draws for the monthly prizes will be made from all eligible entries by Concerto Research on the second Tuesday of the month following the draw period.

Chance of winning depends upon the number of eligible entries received. All decisions of the judges with respect to all aspects of the contest are final.

Before being declared a winner, the selected entrant is required to correctly answer a mathematical, time-limited, skill-testing question. If a selected entrant fails to correctly answer the skill-testing question, the next entry drawn will be eligible for the prize.

As a condition of receiving the prize, the winner will be required to sign Waiver of Liability, A Rule Compliance form and a Publicity Release (collectively, "Release Form"):

- confirming compliance with the contest rules and acceptance of the prize as offered,
- releasing and indemnifying BC Dairy Association, its officers, directors, employees, and agents from any and all liability for injuries, accident, loss or misfortune in connection with the contest or the prize awarded, and
- permitting use of his or her voice, photo and statement for publicity purposes without further compensation other than the prize offered.

The selected entrant will be advised by telephone and must comply with these rules in full, prior to being declared a winner. All entries become the property of BC Dairy Association. If the selected entrant cannot be reached over a 2-week period after the draw despite a minimum of three (3) attempts by the contest sponsor or their agents, or if reached but is not willing, able or available to correctly answer the skill-testing question, sign the Release Form and otherwise comply with these rules, BC Dairy Association reserves the right to disqualify the entrant and hold a further random draw from the remaining eligible entries.

The contest is open to any member who has completed the online member survey, except employees, directors, representatives or agents of BC Dairy Association, Better Together, and its associated companies, their advertising agencies or promotional agencies and family members with whom all such persons reside.

Contest sponsor is not responsible for: (a) entries which are late, incomplete, or misdirected; or (b) any condition caused by events beyond its control which disrupts or interferes with the contest. Contest sponsor extends absolutely no representations or warranties in respect of the prize. If for any reason the contest is not capable of running as planned or if the administration, security, fairness, integrity, or proper conduct of the contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control, the contest sponsor reserves the right to cancel, terminate, modify or suspend this contest.

The contest is subject to all federal, provincial and municipal laws and regulations and is void where prohibited by law.