

RBC Race for the Kids – Cineplex® Solicitation Email Promotion

PROMOTION RULES

The RBC Race for the Kids Email Promotion (the “**Promotion**”) is sponsored by the RBC Race for the Kids event and Sunnybrook Health Sciences Centre Foundation (the “**Sponsor**”). To qualify, participants must send ten (10) emails through their Personal Fundraising Hub during the **Campaign Period** (Tuesday April 18, 2017 through Thursday, August 31, 2017). Void where prohibited by law.

1. PROMOTION PERIOD

For the Cineplex® Great Escape Certificate Draw:

The promotion period for the Cineplex® Great Escape Certificate Draw starts at 12:01 a.m. EST on Thursday, August 3, 2017 and runs for four (4) consecutive weeks until 11:59 p.m. EST on Thursday, August 31, 2017 (the “**Promotion Period**”).

2. ELIGIBILITY

a) Participants must be legal residents of Canada (excluding Quebec). The following individuals are not eligible to enter the Promotion: RBC event committee members directly involved with planning and executing the event, and Sunnybrook Health Sciences Centre Foundation employees.

b) Participants who are under the age of majority in his/her province or territory, as applicable, of residence at the date of entry are eligible to enter the Promotion and win a prize provided that the parent or legal guardian of the entrant accepts any such prize and the terms and conditions hereof for and on behalf of such participant.

3. HOW TO ENTER

Register as a participant in the RBC Race for the Kids event (the “**Event**”), by going to the event website at www.rbcraceforthekids.ca and send ten (10) emails through their Personal Fundraising Hub during the Campaign Period to be entered into a draw to win the Cineplex® Great Escape Certificate (valued at \$42.37). There will be a new draw each week for four (4) consecutive weeks during the Promotion Period (August 3, 2017 through August 31, 2017). There is no purchase necessary to register and enter the Promotion. See section 4 for details of the Prize. If winner had already won and received the prize for a prior week, they are no longer eligible for the promotion.

4. THE PRIZE

Cineplex® Prize:

- a) Participants who send ten (10) emails through their Personal Fundraising Hub during the Campaign Period are eligible to be entered into a draw to win one Cineplex® Great Escape Certificate.
- b) Any individual that sends ten (10) emails through their Personal Fundraising Hub during the Campaign Period will automatically receive one (1) entry into the Cineplex® Great Escape Certificate Draw.

The Cineplex® Prize must be accepted as awarded. The Sponsor accepts no responsibility for any costs associated with the Cineplex® Prize that are not expressly included in the Cineplex® Prize. The Cineplex®

Prize is non-exchangeable, non-transferable, and is not redeemable for cash or any other prize. The Winner is required to answer a mathematical skill testing question before being awarded the Cineplex® Prize.

5. ODDS OF WINNING

The odds of winning the Cineplex® Prize depend on the number of eligible entries received during the Promotional Period.

6. DATES

The Cineplex® Great Escape Certificate Draw will take place each Friday morning through the duration of the Cineplex® Prize Promotional Period, beginning on Thursday, August 3, 2017 through Thursday, August 31, 2017. The Cineplex® Great Escape Certificate Draw will take place at 2075 Bayview Avenue, Toronto, Ontario M4N 3M5. The Winner will be notified by phone and email within seven business days.

7. GENERAL PROVISIONS

- i) By entering into the Promotion, any subsequent Cineplex® Prize Winner agrees to allow the free use of their name and image for publicity and news purposes during this and future promotions by the RBC Race for the Kids event and its sponsors.
- ii) RBC Race for the Kids and the Sponsor accept no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you as a result of entering the Promotion or accepting the Cineplex® Prize.
- iii) RBC Race for the Kids and the Sponsor reserve the right at any time to modify or discontinue, temporarily or permanently, this Promotion with or without prior notice due to reasons outside their reasonable control (including, without limitation, in the case of anticipated, suspected or actual fraud).
- iv) The decision of RBC Race for the Kids and the Sponsor in all matters relating to the Promotion is final and binding and no correspondence will be entered into.
- v) RBC Race for the Kids and the Sponsor assume no responsibility or liability for lost, late, incomplete or misdirected entries, for any error, omission, interruption, defect or delay in computer systems used to enter the Promotion, for any other communications with Promotion entrants, and are not responsible for any incorrect or inaccurate information submitted to the RBC Race for the Kids website. RBC Race for the Kids and the Sponsor assume no liability for any loss or damage, in the event that the Promotion is modified or terminated for any reason.
- vi) The Winner must complete a Cineplex® Prize release form and answer a skill testing question in order to qualify to redeem the Cineplex® Prize.

8. PRIVACY

By entering the Promotion, entrants consent to the Sponsor's collection, use and disclosure of their personal information, as the Sponsor deem necessary, to facilitate the administration of the Promotion,

contacting selected entrants, awarding and delivering the prizes to the Winners and promoting the Promotion and the Sponsor's related registration activities.

By entering the Promotion, participants agree to be bound by these Promotion Rules. Each participant also agrees that, if he or she is declared a Winner, the Sponsor may use his/her name, city of residence and/or photograph, without compensation, in any future publicity in connection with the Promotion and the Sponsor's related registration activities.

9. INTELLECTUAL PROPERTY

All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Sponsor, and their respective affiliates, as applicable. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.