

## **Rules and Regulations: RBC Race for the Kids Social Media Promotion**

### **COBC Bread Bakery - voucher**

### **#SweatySelfie**

#### **PROMOTION RULES**

The RBC Race for the Kids **#SweatySelfie Giveaway** (the “**Promotion**”) is sponsored by the RBC Race for the Kids event and Sunnybrook Foundation (the “**Sponsor**”). To qualify to be entered into the prize draw, participants (defined as: General Public registrants and RBC Employees, Friends and Family registrants) must post an exercise selfie with the hashtag “#RBCRacefortheKidsTO” on Twitter, Facebook and/or Instagram by 6:00 p.m. on August 23, 2019. Void where prohibited by law.

#### **1. PROMOTION PERIOD**

The promotion period for the prize draw starts at 12:01 a.m. EST on August 19, 2019 and ends at 6:00 p.m. on August 23, 2019. (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, members of the Family Navigation Project (FNP) Leadership Team, Sunnybrook Foundation employees, Sunnybrook Foundation Board Members, and Industry Challenge Co-Chairs and Industry Challenge Participants.

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 participant accepts any such prize and the terms and conditions hereof for and on behalf of such participant.

c) Entries limited to one per day, per social account.

d) Anyone found to use multiple Twitter accounts to enter will be ineligible.

#### **3. HOW TO ENTER**

This promotion is for participants who have already registered for the RBC Race for the Kids (the “**Event**”) in the 5K or 10K. As an active registrant, use the social media hashtag “#RBCRacefortheKidsTO” by 6:00 p.m. on August 23, 2019 on Instagram, Twitter and/or Facebook. There is no purchase necessary to enter the Promotion. See section 4 for details of the Prize.

Per Facebook/Instagram/Twitter rules, this giveaway is in no way sponsored, administered, or associated with Facebook, Instagram or Twitter. By entering, entrants confirm they are 13+ years of age, release Facebook/Instagram/Twitter from responsibility, and agree to Facebook/Instagram/Twitter’s terms of use.

#### 4. THE PRIZE

*COBS Bread Voucher* (the “Prize”):

- a) Registered participants who post and use the hashtag “#RBCRacefortheKidsTO” during the Promotion Period are eligible to be entered into a draw to win a COBS Bread voucher- good for a loaf of bread or a snack at participating stores in Ontario.
- c) The Prize must be accepted as awarded. The Sponsor accepts no responsibility for any costs associated with the Prize that are not expressly included in the Prize. The 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 Prize.

#### 5. ODDS OF WINNING

The odds of winning the Prize depend on the number of eligible entries received during the Promotion Period.

#### 6. DATES

The prize draw will take place on August 26, 2019 at 2075 Bayview Avenue, Toronto, Ontario M4N 3M5. The winner will be notified by phone and email within seven days from August 26, 2019.

#### 7. GENERAL PROVISIONS

- i) By entering the Promotion, any subsequent Prize winners agree 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 participants as a result of entering the Promotion or accepting the 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 participants, 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 the Prize release form and answer a skill testing question in order to qualify to redeem the Prize.

## **8. PRIVACY**

By entering the Promotion, participants consent to the Sponsor's collection, use and disclosure of their personal information, as the Sponsor deems necessary, to facilitate the administration of the Promotion, contacting selected participants, 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 and regulations. 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.