

Ice And The City - Contest Rules (the “Contest”) presented by the Ice On Whyte Festival Society (“Sponsor”)

Participation in this contest constitutes your full and unconditional acceptance of and agreement to these contest rules (the “Contest Rules”)

1. CONTEST PERIOD: Contest begins on February 13, 2021 at 12:00 a.m. MST and ends on March 7 at 11:59 p.m. MST (the “Contest Period”).

2. ELIGIBILITY: The “Contest” is open to residents of Alberta who are eighteen (18) years of age or older at the time of entry, except employees, representatives or agents (and those with whom such persons are domiciled) of the Ice On Whyte Festival Society (the “Sponsor”), as well as each of their respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the “Contest Parties”).

3. HOW TO ENTER: No Purchase Necessary. LIMIT 1 ENTRY ONLY.

Find at least five (5) ice sculptures in Edmonton, Alberta. (map and locations listed on www.iceonwhyte.ca (Choose one (1) Entry Option)

Option 1: Visit www.iceonwhyte.ca (the “Website”), fully complete the entry form, which requires you to: enter the information as indicated on the entry form; and (ii) agree to the terms and condition of these Official Rules and Regulations (the “Rules”). Once you have fully completed the entry form, click the “submit” button to complete your entry (the “Entry”)

Option 2: Visit any of the participating restaurants to collect a hard copy “passport”. i) Visit at least five (5) restaurants to collect stamps (See restaurants for hours) ii) You may leave your completed “passport” at any of the participating restaurants.

iii) If you visit all eight (8) restaurants and collect eight (8) stamps, you will be eligible for two (2) entries. To be eligible, your Entry must be received within the “Contest Period”. All eligible Entries received during the “Contest Period” will be entered into the random prize draw (see Rule 5). You may only enter the contest once. If it is discovered that you have attempted to: (i) submit more than one (1) entry during the Contest Period; or (ii) use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsor) you may be disqualified from the Contest and all of your Entries may be voided. Your Entry will automatically be rejected if the entry form is not fully completed and submitted during the “Contest Period”.

4. LICENSE, WAIVER & RELEASE: By entering the Contest, and submitting an Entry, you agree to release and hold harmless Released Parties from and against any and all claims, damages, liabilities, costs, and expenses arising from use of his/her Entry, including, without limitation, any claims, damages, liabilities, costs, and expenses relating in any way to

publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action.

5. THE PRIZE AND APPROXIMATE RETAIL VALUES: There will be multiple prizes available to be won as follows: The prizes consist of:

The Designated Representative reserves the right to modify or substitute the prize in its sole discretion, based upon, the circumstances of the contest, or other factors which may not be in the Designated Representative's control. Without limiting the generality of the foregoing, the following general conditions apply to each Prize: i. Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash. ii. No substitutions except at Sponsor's option. The prize will only be awarded to the person whose full name, valid email address, or social media handle is presented at the time of entry. The Sponsor is not responsible if the event is cancelled, delayed or rescheduled for any reason. The winner is responsible for any additional costs not specifically mentioned above in the prize description.

6. WINNER SELECTION: Winner Selection will be determined by the Designated Representative and Sponsor, based on the quality of the submission. On March 9th, 2021 (the "Draw Date") in Edmonton, Alberta at approximately 11am MST (multiple) eligible entrants will be selected by a random draw among all eligible Entries received during the Contest Period with accordance to these rules. The odds of winning depend on the number of eligible Entries received during the Contest Period. The Sponsor or its designated representative will make a minimum of (3) attempts to contact the selected entrant(s) by their preferred method of contact either by telephone or email (using the information provided at the time of entry) within three (3) business days of the Draw Date. If an eligible Winner cannot be contacted within one (1) business day of the Draw Date, or if there is a return of any notification as undeliverable; then he/she/they may, in the sole and absolute discretion of the Designated Representative, be disqualified (and, if disqualified, will forfeit all rights to be a Winner) and the Designated Representative reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries to become an eligible Winner (in which case the foregoing provisions of this section shall apply to such newly selected eligible Winner). All information provided by the Winner will be held by the Designated Representative in accordance with Alberta's Personal Information Protection Act.

7. RIGHT TO VERIFY: All Entries are subject to verification at any time and for any reason. The Sponsor or the Designated Representative reserve the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor or the Designated Representative –including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor or the Designated Representative deems necessary, in their sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor or the Designated

Representative in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor or the Designated Representative.

8. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor or the Designated Representative with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. ANYONE DETERMINED TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR OR DESIGNATED REPRESENTATIVE AT ANY TIME. The Released Parties will not be liable for: (i) any failure of Twitter, Instagram, Tik Tok during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry or other material to be received, captured or recorded for any reason, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above. All Entries become the property of the Sponsor. The Releasees assume no responsibility for lost, delayed, incomplete, incompatible or misdirected Entries. This Contest is subject to all applicable federal, provincial and municipal laws.

9. PRIVACY: By participating in this Contest, entrant: (i) grants the Sponsors the right to use his/her/their name, phone number, and e-mail address ("Personal Information") for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners and (ii) acknowledges that the Sponsors may disclose his/her/their Personal Information to third-party agents and service providers of any of the Sponsors in connection with any of the activities associated with the prizes. Your personal information is collected and managed in accordance with Alberta's Personal Information Protection Act, Freedom of Information and Protection of Privacy Act and other applicable laws. Any personal information obtained in the course of running this Contest will be used for administration, data and marketing purposes for this Contest. Personal information will not be sold or distributed to any unrelated third party. Information will only be used for the reason it was collected (or as may be required by section 35 of the FOIP Act). The Sponsor will only share your information if they need it to provide you a service or if it is required by law.

10. TERMINATION: Sponsors reserve the right, in their sole discretion, to terminate the Contest, in whole or in part, modify, amend or suspend the Contest, and/or the Contest Rules at any time for any reason without prior notice.