

FireSmart Canada

Wildfire Community Preparedness Day Neighbourhood Project Awards Promotion

Official Rules

By participating in this Promotion, entrants accept and agree to be bound by the following Official Rules:

1. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER THIS PROMOTION. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF RECEIVING AN AWARD. THE ODDS OF WINNING A PROMOTION PRIZE IN THE FORM OF A PROJECT AWARD DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

2. ADMINISTRATOR. The FireSmart Canada Wildfire Community Preparedness Day Neighbourhood Project Awards Promotion (the "Promotion") is administered by the Partners in Protection Association (PIP) (the "Administrator"), 189, 350 - 55 Salisbury Way, Sherwood Park, AB T8B 0A9

3. ELIGIBILITY. Eligibility for the Promotion is open to natural persons who are legal residents of Canada, who are 19 years of age and older. Employees, directors and officers of the Administrator, the National Fire Protection Association, The Co-operators Group Ltd., or the Institute for Catastrophic Loss Reduction (collectively the "Sponsors") which have provided funding for the project awards (including their respective affiliates, advertising agencies and contest administrators), and their immediate family (spouse, parents, children, siblings, and their respective spouses) and household members are not eligible to enter. This Promotion is void where prohibited.

4. THE APPLICATION PERIOD. The Promotion begins at 8:00:00 AM Mountain Time (MT) on November 1, 2019 and ends 16:00:00 PM MT on January 17, 2020 (the "Application Period")

5. HOW TO ENTER. To enter the Promotion, you must be otherwise eligible in accordance with these Official Rules and your entry and entry form must be submitted during the Application Period. To enter, click on the Wildfire Community Preparedness Day link found at www.firesmartcanada.ca and complete the entry form found on the Wildfire Community Preparedness Day event page. When completing the entry form, you must create a brief description of the proposed project you or your group will undertake and complete between the May 2, 2020 Wildfire Community Preparedness Day and October 31, 2020, to reduce the risk of wildfire or the impact of a recent wildfire, or advance preparedness for wildfire in your neighbourhood. Your application must include the date and start time of your event, and a statement of how the project award will be spent. Projects must be activity coordinated by a

single individual, a small group of friends or relatives, a neighbourhood, community-based organization, or entire community working to reduce wildfire risk or post-fire impacts from a recent wildfire or advance wildfire preparedness.

All award recipients will be announced to the public on May 2, 2020. The entry form must include all of the required information, including the project leader's name, telephone number and email address and the city and province or territory where the project will be undertaken.

If selected as a project award winner, entrants must be willing and able to share photographs or other likenesses of themselves and other project participants, descriptions, and other details of their project implementation with Administrator and the Sponsors in person, in writing, and/or by telephone at the option of Administrator and/or the Sponsors for promotional, publicity or advertising purposes of the Sponsors in any and all media now known or hereinafter developed without territorial or time limitation, except where prohibited by law, in Administrator's or the Sponsors sole discretion. Entries will be deemed to have been submitted by the natural person whose name is on the entry form. Only one entry per person or per group is permitted.

In order to submit an entry, you must have obtained any and all consents, approvals, licenses or permissions required for you to submit your entry and for its use as described in these Official Rules. In addition, your entry must not, as determined by Administrator its sole and absolute discretion: violate any law or the rights of any third party; contain content that is obscene, offensive, profane, pornographic, violent or derogatory; promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); defame, misrepresent or disparage any third party; communicate messages or images inconsistent with the positive image and/or goodwill to which Administrator and the Sponsors wish to associate; depict unsafe or illegal behavior.

All entries become the property of Administrator and the Sponsors.

Any attempt by an individual to access any website associated with the Promotion via a bot script or other brute force attack, through the use of automated entry devices or programs, or through any other unauthorized means is prohibited and will result in the voiding of any associated entries and the individual's disqualification from and ineligibility for participation in the Promotion.

6. WINNER SELECTION. Administrator will select winners from among the completed and eligible entries received during the Promotion Period each to receive a \$500 project award to use in implementing the project described in the project description in the entry. Winners will be chosen based on the assessment by Administrator, assisted by others if it chooses in its sole discretion, of the project description's clarity and ease of understanding. Administrator reserves the right to reject any entry, in its sole and absolute discretion that it determines does not meet the criteria set forth in these Official Rules.

SELECTION OF A WINNER DOES NOT INDICATE THE ADMINISTRATOR, OR THE SPONSORS HAVE ANY OPINION OF THE EFFECTIVENESS OF THE PROJECT TO ACHIEVE ITS GOAL OR ANY FIRE SAFETY OR PREPAREDNESS GOAL.

7. PRIZES. Each winner will receive a project award of \$500 awarded in the form of a cheque to be used in implementing the project described in the Promotion entry. Each winner will also

receive an “event in a box” which will include FireSmart promotional material and information to be used by the winner to support their project. Prizes are awarded “as is.” All taxes and any other costs, associated with the project or otherwise, not specifically stated within these Official Rules are the sole responsibility of the winner. Prize may not be transferred or substituted except at the Administrator’s sole discretion. Administrator reserves the right to substitute a prize of equal or greater value if advertised prize is unavailable at the time the prize is awarded. Prizes will be awarded in accordance with these Official Rules, provided a sufficient number of eligible entries are received.

8. HOW TO CLAIM YOUR PRIZE. Winners are subject to verification of identity and eligibility prior to the award of the prize. Winners will be notified at the email address provided with the winner’s entry. Within ten (10) days of the date that notification is sent, the winner must, by return email or other means directed by the Administrator, provide a response, indicating his or her acceptance of the prize and providing the Administrator with an executed CONSENT AND RELEASE FORM, confirmation of the winner’s identity and eligibility and agreement with the terms and conditions contained in these Official Rules. **FAILURE TO PROMPTLY SIGN AND RETURN THIS DOCUMENTATION OR TO COMPLY WITH THESE OFFICIAL RULES WILL RESULT IN YOUR DISQUALIFICATION.** Winners who do not provide a timely and full response will forfeit the prize. In addition, the prize will be forfeited if: the winner is found to be ineligible or not in compliance with these Official Rules; the winner declines to accept the prize; the Administrator is unable to contact the winner through the provided email address; or a prize notification or prize is returned undeliverable. Where a prize has been forfeited, the prize may, at the Administrator’s sole discretion, be awarded to an alternate winner selected from among the remaining eligible entries.

Prizes will be shipped to verified winners at the Administrator’s expense. Unless the winner makes other arrangements acceptable to the Administrator, prizes will be shipped to the verified winner's address as provided in the winner’s entry. Winners shall allow up to four (4) weeks for verification and shipment of their prize. Administrator shall not be held responsible for any delays in awarding prizes for any reason outside of its control.

9. CONDITIONS OF PARTICIPATION. By entering the Promotion, entrants agree to be bound by these Official Rules and to accept and abide by all decisions of the Administrator with regard to the interpretation and implementation of the Official Rules and of the Promotion. By accepting a prize, each winner consents to the use of his/her names, city and province/territory of residence, project description, voice, and statements relating to the Promotion or Administrator, and photographs or other likenesses of him or herself and other project participants along with their project and descriptions, and other details of their project implementation with the Administrator and the Sponsors in person, in writing, and/or by telephone at the option of Administrator and/or the Sponsors for promotional, publicity or advertising purposes of Administrator and/or the Sponsors in any and all media now known or hereinafter developed without territorial or time limitation, except where prohibited by law, in Administrator’s or the Sponsors sole discretion without further compensation, notification or permission.

By entering the Promotion, entrants represent and warrant that they meet all eligibility requirements for and comply with the Official Rules of the Promotion. Entrants acknowledge that nothing herein shall constitute an employment, joint venture, or partnership relationship between the entrant and Administrator. In no way is an entrant to be construed as the agent or to

be acting as the agent of Administrator or the Sponsors in any respect.

10. RELEASE AND LIMITATION OF LIABILITY. By entering the promotion, entrant agrees to release, indemnify and hold harmless administrator, the National Fire Protection Association, The Co-Operators Group Of Companies, the Institute For Catastrophic Loss Reduction, and their respective employees, officers, directors, representatives, agents, employees and affiliates, (collectively, the “released parties”) from any claims, actions, injury, loss or damages of any kind, including but not limited to, personal injury or death, resulting from participating in the promotion or from the acceptance, possession, or use or misuse of any prize awarded. this limitation of liability is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect, or consequential damages; loss of data, income, or profit; loss or damage to property; and claims of third parties. Eligible participants agree that released parties have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, statutory, express or implied (including but not limited to, the implied warranties of merchantability, title, and fitness for a particular purpose), in fact or in law, relative to the promotion, any project conceived, described or undertaken in connection with the promotion, or the prize awarded. Without limiting the generality of the foregoing, the released parties do not make any express or implied warranties or representations with respect to any promotional web site and shall not be liable for the consequences of any interruptions or errors related thereto.

The Released Parties are not responsible for late, incomplete, inaccurate submissions, or problems of any kind, whether mechanical, human or electronic. The Released Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, inability to access a web site, inability to submit an entry, or fraud, incomplete, garbled, or delayed computer transmissions or inaccurate transcription of entry information, whether caused by Administrator, users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of submissions which may damage a user’s system or limit an eligible participant’s ability to participate in the Promotion. The Released Parties are not responsible for late, incomplete, or damaged entries. Entry materials that have been tampered with or altered are void. Should any portion of the Promotion be, in Administrator’s sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Administrator, corrupt or impair the administration, security, fairness, integrity or proper play, or submission of entries, or should the Promotion be unable to run as planned for any other reason, Administrator reserves the right at its sole discretion to terminate the Promotion and, if terminated, at its discretion, select the potential winner[s] in a random drawing from among all eligible, non- suspect entries received prior to action taken.

11. APPLICABLE LAWS AND JURISDICTION. This Promotion is subject to all applicable federal, provincial, and local laws and regulations.