

FireSmart™ Canada

Wildfire Community Preparedness Day Promotion

Official Rules

By participating in The FireSmart™ Canada Wildfire Community Preparedness Day Promotion (the “Promotion”), entrants accept and agree to be bound by the following Rules:

- 1. ADMINISTRATOR AND SPONSORS.** This Promotion is administered by the Canadian Interagency Forest Fire Centre Inc. (CIFFC) (the “Administrator”), 1749 Ellice Avenue, Winnipeg, MB R3H1A6. This Promotion is sponsored by the National Fire Protection Association, The Co-operators Group Ltd. and the Institute for Catastrophic Loss Reduction (collectively the “Sponsors”), who have provided funding for the awards.
- 2. THE ODDS OF WINNING AN AWARD DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER THIS PROMOTION AND A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF RECEIVING AN AWARD.**
- 3. ELIGIBILITY.** Eligibility for this Promotion is open to all Canadian Citizens who are of legal age within the Province or Territory within which they reside. Employees, directors and officers of the Administrator, any of the Sponsors, and any of the affiliates, advertising agencies and contest administrators of the Administrator or any of the Sponsors, and their immediate family (spouse, parents, children, siblings, and their respective spouses) and household members are not eligible to enter this Promotion.
- 4. CONDITIONS OF PARTICIPATION.** By entering this Promotion, each entrant hereby agrees to be bound by these Official Rules, agrees to accept and abide by all decisions of the Administrator with regard to the interpretation and implementation of the Promotion and these Official Rules, and acknowledges and agrees that no entry form submitted by the entrant shall 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 the Administrator and the Sponsors wish to associate, depict unsafe or illegal behavior; all as determined by the Administrator in its sole discretion.
- 5. THE APPLICATION PERIOD.** The application period for this Promotion begins at 8:00AM Mountain Time (MT) on November 1, 2023 and ends 4:00PM MT on January 31, 2024 (the “Application Period”)
- 6. HOW TO ENTER.** Eligible persons may enter this Promotion by clicking on the application link found at www.firesmartcanada.ca and fully completing the entry form. **All entry form questions, including the question regarding the type of proposed project the entrant or the entrant’s group will undertake and complete between Wildfire Community Preparedness Day on May 4, 2024 and October 31, 2024 to reduce the risk of wildfire or advance preparedness for wildfire in their neighbourhood, must be answered in order for an entrant**

to be considered for an award. Upon submission, all entries become the property of Administrator and the Sponsors. The Administrator reserves the right to reject any entry form which, in the sole and absolute discretion of the Administrator, does not meet the criteria set forth in these Official Rules.

7. NUMBER OF ENTRIES. Only one entry per person or per group is permitted. Any attempt to access any website associated with this 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 disqualification from and ineligibility for participation in this Promotion.

8. CONDITIONS OF ENTRY. By completing the entry form an entrant hereby represents and warrants to the Administrator that the entrant has obtained any and all required consents, approvals, licenses or permissions.

9. WINNER SELECTION. The Administrator (who may be assisted by other parties if the Administrator, in its sole discretion, so chooses) shall assess all fully completed entry forms submitted by eligible persons during the Application Period for clarity and ease of understanding in the proposed project's description as well as how the proposed project supports the reduction of risk of wildfire or the advancement of wildfire preparedness in the entrant's neighbourhood. Following completion of its assessment, the Administrator will select the winning entries. All winning entries selected by the Administrator shall be subject to verification of identity and eligibility.

NOTE THAT THE SELECTION OF A WINNER DOES NOT IN ANY WAY INDICATE AND SHOULD NOT IN ANY WAY BE ASSUMED TO INDICATE OR BE INTERPRETED AS INDICATING THAT THE ADMINISTRATOR OR ANY OF THE SPONSORS HAVE ANY OPINION WHATSOEVER AS TO THE EFFECTIVENESS OF THE PROPOSED PROJECT TO ACHIEVE ITS GOAL OR ANY FIRE SAFETY OR PREPAREDNESS GOAL.

10. AWARDS. Each winner will receive an award of \$500 (in the form of a cheque or electronic fund transfer), to be used toward implementing the proposed project described in the winner's entry form. Each winner may also receive FireSmart promotional material and information to be used by the winner to support their proposed project. Awards are awarded "as is." All taxes and any costs, associated with the proposed project or otherwise, are the sole responsibility of the winner. Awards may not be transferred or substituted except with the Administrator's written consent, which consent shall be in the Administrator's sole discretion. The Administrator reserves the right to substitute an award of equal or greater value.

11. CLAIMING AN AWARD. The Administrator will notify the winning entrants at the email address provided in the entrant's entry form. 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 acceptance of the award and provide the Administrator with an executed AWARD ACCEPTANCE, CONSENT AND RELEASE FORM, confirming the winner's identity and eligibility and agreement with the terms and conditions contained in these Official Rules. FAILURE TO SIGN AND RETURN THE AWARD ACCEPTANCE, CONSENT AND RELEASE FORM OR TO COMPLY WITH THESE OFFICIAL RULES WILL RESULT IN

IMMEDIATE DISQUALIFICATION. In addition, the award will be forfeited if the winner declines to accept the award; the Administrator is unable to contact the winner through the provided email address, or a award notification or award is returned undeliverable. Where an award has been forfeited, the award may, at the Administrator’s sole discretion, be awarded to an alternate winner selected from among the remaining eligible entries.

Awards will be sent to verified winners at the Administrator’s expense. Winners should allow up to six (6) weeks for verification and shipment of their awards. The Administrator shall not be liable for any delays in issuing the awards.

12. PUBLIC ANNOUNCEMENT. A public announcement of all award recipients will be made on or before May 4, 2024.

13. PHOTOGRAPHS AND OTHER DETAILS. Winners may be requested to share photographs or other likenesses of themselves and/or other project participants, and other details of their project implementation with Administrator and 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. A photo release and consent to use form will be provided when such a request is made.

14. RELEASE AND LIMITATION OF LIABILITY. By entering this Promotion, each entrant hereby agrees to release, indemnify and hold harmless the Administrator, all Sponsors and all of their respective employees, officers, directors, representatives, agents and affiliates, (collectively, the “released parties”) from any claims, actions, causes of action, injuries, losses or damages of any nature or kind whatsoever, including but not limited to, personal injury or death, resulting from participating in this Promotion or from the acceptance, possession, or use or misuse of any award. 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.

15. APPLICABLE LAWS. This Promotion is subject to all applicable federal, provincial, municipal and local laws, by-laws, order, rules and regulations. This Promotion is void where prohibited.