

HEALTHY FAMILY EXPO 2017
OFFICIAL GRAND PRIZE CONTEST RULES

THIS CONTEST (THE "CONTEST") IS INTENDED TO BE CONDUCTED IN CANADA ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE RESIDENTS OF, AND OF THE AGE OF MAJORITY OR OLDER IN, THE PROVINCE OF BRITISH COLUMBIA AT THE TIME OF ENTRY. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE "CONTEST RULES").

1. ELIGIBILITY. To be eligible for this Contest, an individual must:

- (a) be a legal resident of the province of British Columbia; and
- (b) have reached the age of majority (nineteen years) or older at the time of entry.

Employees and representatives of AJ Reel Enterprises Inc. (dba Healthy Family Expo), British Columbia Toyota Dealers Association ("BCTDA"), Toyota Canada Inc., Whole Foods Market, London Drugs, Sea to Sky Gondola, Climb Base5, AspenClean, Happy Water, PDG Pediatric Dental Group, Love Child Organics, Life Choices Natural Foods, Rolling Meadow Dairy, Cypress Mountain, Nudge, West Coast Kids, Via Velo, Tourism Squamish, Capilano Suspension Bridge Park, Seventh Generation, Central Roast, Springfree Trampoline, Veggemo, Quesava Kitchen and Nature's Path (collectively, the "Sponsors"), their affiliates, member dealers, subsidiaries, related companies, advertising and promotional agencies, and the household members of any such employees, are not eligible to participate in the Contest.

The Sponsors shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsors for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information or otherwise not comply in full with these rules.

2. CONTEST PERIOD. The Contest begins at 9:00 a.m. Pacific Standard Time ("PST") on Sunday, March 26, 2017 and ends at 5:00 p.m. PST on Monday, March 27, 2017 (the "Contest Period"), after which time the Contest will be closed and no further entries will be accepted.

3. HOW TO ENTER.

- (a) There is no purchase necessary to enter the Contest. Enter using either method of entry outlined below. No entries will be accepted by any other means.

- (i) Enter by visiting the Healthy Family Expo (the “Event”) at the Vancouver Convention Centre (East Building) during the Contest Period and completing all required information (the “Contest Entry Information”) at the Grand Prize Entry Booth; or
 - (ii) Visit the Grand Prize Showcase page on the Healthy Family Expo website (www.healthyfamilyexpo.com) during the Contest Period, click on the Contest entry link and follow the prompts to enter and submit the same Contest Entry Information, along with an original 50-100 word essay on “why you would like to win a one-year lease on a Toyota Prius C”.
- (b) Limit of one entry per person throughout the Contest Period, regardless of the method of entry. In the case of more than one entry by one person, all entries will be void.
- (c) All entries become the sole property of the Sponsors and none will be returned for any reason. Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected, and with those who have opted-in to be contacted by the Sponsors.

4. TOYOTA PRIZE IN THE GRAND PRIZE PACKAGE.

- (a) **Prize.** The first prize (“BCTDA Prize”) available to be won, consisting of a one (1) year lease of a new 2016 Toyota Prius c (model #KDTA3P BL). As a condition of winning, the selected entrant must agree to enter into a one year lease agreement (“Lease”) with the finance provider designated by the BCTDA, and must be insurable and eligible under the Lease terms and conditions. Without limiting the effect of the Lease, the following conditions shall apply to the use of the BCTDA Prize:
1. The winner must have a valid British Columbia driver’s license at the time he/she takes possession of the BCTDA Prize, and qualify for insurance coverage;
 2. The selected entrant must not have been convicted of a criminal offence related to the use or operation of a motor vehicle for which a pardon has not been granted, failing which he/she shall forfeit the BCTDA Prize, without any compensation whatsoever;
 3. In the event the winner exceeds a 24,000 km annual limit, he/she will be responsible for a 7¢/km surcharge at the end of the Lease;
 4. License, registration, insurance, gasoline, fees related to any infraction, maintenance fees and taxes other than those applicable to the Lease are the sole responsibility of the winner. For greater certainty, the BCTDA Prize consists of twenty-four (24) bi-monthly lease payments paid by the Sponsor on behalf of the winner and any and all other fees, expenses and costs associated with the winner’s use of the BCTDA Prize are the sole responsibility of the winner;

5. The winner shall be solely responsible for any and all damages to the vehicle;
 6. The winner shall be solely responsible for all vehicle maintenance in accordance with Toyota maintenance guidelines and all maintenance must be performed at an authorized BC Toyota dealer; and
 7. The vehicle will be delivered from West Coast Toyota, 19950 Lougheed Hwy, Pitt Meadows, BC and must be returned in the same condition as assumed, normal wear and tear excepted, in accordance with the Lease terms and conditions.
- (b) BCTDA Prize has an approximate value of six thousand three hundred forty dollars (CDN \$6,340).
 - (c) Winner is not entitled to monetary difference between actual BCTDA Prize value and stated approximate BCTDA Prize value, if any.
 - (d) Once selected entrant has been successfully contacted, notified of his/her BCTDA Prize, fulfilled the requirements set out herein and been declared a winner, he/she may claim his/her BCTDA Prize at West Coast Toyota, 19950 Lougheed Hwy, Pitt Meadows, BC at a time and date to be arranged between BCTDA (or its agents) and the winner, acting reasonably.
 - (e) BCTDA Prize must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash. BCTDA reserves the right, in its sole discretion, to substitute a prize of equal or greater value if the BCTDA Prize (or any portion thereof) cannot be awarded for any reason.

5. OTHER PRIZES IN THE GRAND PRIZE PACKAGE.

- (a) **Prizes.** The remaining prizes available to be won include (with approximate values):
 1. One (1) O92 Large Oval Springfree Trampoline, and (1) FlexrStep, (1) FlexrHoop, (1) tgoma, (1) delivery and installation (\$3,115 value);
 2. 2017/2018 Family G8 Season Pass to Cypress Mountain for 2 adults and 2 children/youth (\$2,295 value);
 3. KitchenAid Stand Mixer from London Drugs (\$449 value);
 4. Gift card for Whole Foods Market (\$200 value);
 5. One (1) annual family pass to Sea to Sky Gondola for 2 adults and 2 children aged 6-12 (\$299 value);
 6. Four (4) months of home cleaning services provided by AspenClean (\$1500 value);
 7. One (1) annual family membership to Climb Base5 (\$1199 value);

8. Set of four (4) Sonicare Toothbrushes from PDG Pediatric Dental Group (\$517 value);
9. One (1) year's supply of Happy Water in WaterBoxes (52 x 5L coupons) (\$500 value);
10. One (1) basket from Rolling Meadow Dairy, Life Choices & Nudge (\$300 value);
11. One (1) basket of products from Love Child Organics (\$100 value);
12. One (1) basket of products from Central Roast (\$100 value);
13. One (1) basket of organic food from Nature's Path (\$250 value);
14. One (1) Maverick Elite 4 in 1 bike trailer from Via Velo (\$599 value);
15. One (1) Thule Urban Glide stroller from West Coast Kids (\$499.99 value);
16. One (1) basket of products from Veggemo (\$150 value);
17. One (1) weekend getaway prize from Tourism Squamish (\$500+ value);
18. One (1) basket of household products from Seventh Generation (\$75 value);
19. One (1) annual family pass to Capilano Suspension Bridge Park (\$160 value); and
20. One (1) basket of food products from Quesava Kitchen (\$50 value).

(collectively, the "Other Prizes").

- (b) Winner is not entitled to monetary difference between actual value of Other Prizes and stated approximate value of Other Prizes, if any.
- (c) Once selected entrant has been successfully contacted, notified of his/her Other Prizes, fulfilled the requirements set out herein and been declared a winner, he/she may claim his/her Other Prizes at a time, date and location to be arranged between AJ Reel Enterprises Inc. (or its agents) and the winner, acting reasonably.
- (d) Other Prizes must be accepted as awarded & cannot be transferred, assigned, substituted or redeemed for cash. Sponsors reserve the right, in their sole discretion, to substitute a prize of equal or greater value if the Other Prizes (or any portion thereof) cannot be awarded for any reason.

6. **WINNER SELECTION.**

One (1) winner ("Winner") shall be selected as follows:

- (a) On or about March 29, 2017 in Vancouver, British Columbia, representatives or agents of AJ Reel Enterprises Inc. will conduct a random draw from all eligible entries, to select one (1) entrant who will be declared the eligible winner, subject to compliance in full with these Contest Rules.

- (b) The odds of being selected are dependent upon the number of eligible entries received.
- (c) Before being declared the winner, the eligible winner will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail, to comply with these Contest Rules and to sign and return the Release (as described below).
- (d) THE SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE OR E-MAIL NO LATER THAN FIVE (5) DAYS AFTER THE DRAW AND MUST RESPOND WITHIN TWO (2) BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone to the contact number provided in the notification, and the selected entrant's response must be received by AJ Reel Enterprises Inc. within two (2) business days of such notification. If the selected entrant does not respond in accordance with the Contest Rules, he/she will be disqualified and will not receive the BCTDA Prize or Other Prizes and another entrant may be selected in the sole discretion of AJ Reel Enterprises Inc. until such time as an entrant satisfies the terms set out herein. None of the Sponsors are responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsor to receive a selected entrant's response.
- (e) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Prize claimants after the end of the Contest Period to select one (1) entry to be eligible for the Prize.

7. **RELEASE.** Before being declared the winner, selected entrant will be required to execute a legal agreement and release ("Release") that confirms Winner's : (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the BCTDA Prize & Other Prizes as offered; (iii) release of the Sponsors and Toyota Canada Inc. and their respective parent companies, subsidiaries, affiliates and/or related companies and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the "Releasees") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of the BCTDA Prize or Other Prizes, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsors of the unrestricted right, in the Sponsors' discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use the winner's name, photograph, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within two (5) business days of the verification as a Winner or the selected entrant will be disqualified and the Prize forfeited.

- 8. INDEMNIFICATION BY ENTRANT.** By entering the Contest, entrant releases and holds the Sponsors harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Contest Rules, or in any Prize-related activity. The entrant agrees to fully indemnify the Sponsors from any and all claims by third parties relating to the Contest, without limitation.
- 9. LIMITATION OF LIABILITY.** The Sponsors assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsors are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsors are not responsible for any injury or damage to entrant or to any computer related to or resulting from participating or downloading materials in this Contest. Entrant assumes liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any Prize. The Sponsors assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest.
- 10. CONDUCT.** By participating in the Contest, each entrant agrees to be bound by the Contest Rules. Entrants further agree to be bound by the decisions of the Sponsors, which shall be final and binding in all respects. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor property or service; and/or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST WEBSITE OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.

11. PRIVACY / USE OF PERSONAL INFORMATION.

- (a) By participating in the Contest, entrant: (i) grants to the Sponsors the right to use his/her name, mailing address, telephone number, and e-mail address (“Personal Information”) for the purpose of administering the Contest, including but not limited to contacting and announcing the winner and (ii) acknowledges that the Sponsors may disclose his/her Personal Information to third-party agents and service providers of the Sponsors in connection with any of the activities listed in (i) above.
- (b) By opting-in on the Contest entry ballot or website you consent to disclosure of your Personal Information to AJ Reel Enterprises Inc. and/or TBCDA so that you may be contacted for promotional purposes.

12. INTELLECTUAL PROPERTY. All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsors and/or their affiliates. 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.

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

14. LAW. These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of British Columbia including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction’s laws.

15. LANGUAGE DISCREPANCY. In the event of any discrepancy or inconsistency between the terms & conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.