

**OKTOBERFEAST TORONTO MAPLE LEAFS TICKETS
CONTEST
OFFICIAL CONTEST RULES**

1. The OktoberFEAST Toronto Maple Leafs Tickets Contest (“Contest”) begins on Monday, October 3 at 12:00:01 a.m. Eastern Time (“ET”) and ends on Sunday, October 16 at 11:59:59 p.m. ET (the “Contest Period”).
2. In order to be eligible to register as a participant in the Contest, an entrant must: (i) be a resident of Ontario; (ii) be nineteen (19) years of age or older at the time of registration and (iii) not be an employee, representative or agent (or domiciled with any such person, whether related or not) of the Canadian Cancer Society (Ontario Division) (the “Contest Sponsor”), its parent organization, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any entity involved in the development, production, administration, or fulfilment of the Contest (collectively, the “Contest Parties”) are ineligible to enter or win. Any entrant who is eligible to register in accordance with these criteria (as determined by the Contest Sponsor in its sole and absolute discretion) will hereinafter be referred to as an “Eligible Participant”.
3. The Eligible Participant registration period begins on Monday, October 3 at 12:00:01 a.m. Eastern Time (“ET”) and ends on Sunday, October 16 at 11:59:59 p.m. ET (the “Eligible Registration Period”). To register, an Eligible Participant must visit oktoberfeast.ca and follow the on-screen instructions to purchase a minimum of four (4) tickets to either the Toronto or Markham OktoberFEAST event, scheduled for Friday, October 14, 2016 and Saturday, October 22, 2016 respectively. In order to be eligible, an Eligible Participant Registration must be received in accordance with these Rules during the Eligible Registration Period (as determined by the Sponsor in its sole and absolute discretion). Tickets purchased prior to the Eligible Registration Period will be counted so long as a minimum total of four (4) tickets to either of the aforementioned events OktoberFEAST events has been purchased by the end of the Eligible Registration Period. There is a limit of one (1) Eligible Participant Registration per Eligible Participant.

NO PURCHASE NECESSARY. To enter the Contest with no purchase, without purchasing OktoberFEAST tickets, an Eligible Participant must hand-print: 1) his/her full name, mailing address, email address and telephone number on a 3” x 5” card; and 2) 100 word (or more) unique and original essay on “Why I deserve to win the OktoberFEAST Toronto Maple Leafs Tickets Contest without participating in the event” and mail these materials in an envelope (with sufficient postage) to: Canadian Cancer Society, 55 St. Clair Ave West, Suite 500, Toronto, Ontario, M4V 2Y7, Attn: OktoberFEAST Toronto Maple Leafs Tickets Contest (a “Mail-in Request”). Such Mail-in Requests must be postmarked during the Eligible Registration Period and must be received, at the latest, by five (5) days of the close of the Eligible Registration Period in order to be eligible. No mechanical reproductions permitted. Mail-In Requests become the property of the Sponsor and will not be acknowledged or returned. If such an eligible Mail-in Request is received, the applicable Eligible Participant will receive one (1) Eligible Participant Registration without having to pay the Registration Fee. Each Mail-in Request must be mailed in a separate envelope bearing sufficient postage (e.g. mass Mail-in Requests in the same envelope will be void).

4. There is a limit of one (1) Entry per person. If it is discovered by the Contest Sponsor (using any evidence or other information made available to or otherwise discovered by the Contest Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry; and/or (ii) use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Contest Sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Contest Sponsor) the Entry Form is not fully completed with all required information and submitted and received in accordance with these Rules during the Contest Period. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete, illegible or incompatible Entries (all of which are void).
5. Prize – There is one (1) Prize, consisting of four (4) tickets to attend a 2016-17 Toronto Maple Leafs regular season home game (dated to be confirmed) in the Rogers Media private box. The approximate retail value of the Prize is \$830.00.
6. Prize must be accepted as awarded. The Prize may not be sold or transferred and is not convertible to cash. Contest Sponsor reserves the right to substitute a Prize in whole or in part in the event that all or any component of the Prize is unavailable. Prize winner is solely responsible for all costs not expressly described herein.
7. On Monday, October 17 at 10:00 a.m. ET, a random draw for the Prize will take place in Toronto, Ontario from among all eligible Entries received during the Contest Period. The Entry drawn will be deemed the potential Prize winner. The odds of winning the Prize will depend on the number of eligible Entries received during the Contest Period. The Contest Sponsor, acting reasonably, will attempt to contact the potential Prize winner to notify him/her that he or she may have won the Prize by telephone within two (2) business days after the draw. In the event that the potential winner cannot be contacted within such time, he or she will be disqualified and an alternate potential winner may be drawn at the Contest Sponsor’s sole and absolute discretion. Proof of identification must be provided upon request. In order to be declared the winner, the potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by the Contest Sponsor. Before being awarded the Prize, the potential winner will be required to

sign and return within the time stipulated by the Contest Sponsor, a full release and indemnity form stating that, among other things, he/she has read and understood these Rules, grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Contest and/or the Contest Sponsor, authorizes the Contest Sponsor to broadcast, publish, disseminate and otherwise use his/her name, city/town/village and province/territory of residence, photograph, voice and other likeness, in connection with any promotion and/or publicity, and/or for general news, entertainment and/or information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Parties and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the "Released Parties") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If the potential Prize winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Contest Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Contest Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Contest Sponsor 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 submitted and received in accordance with these Rules during the Contest Period (in which case the foregoing provisions of this section shall apply to such newly selected entrant).

8. By entering this Contest each entrant automatically agrees to accept and abide by these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of Entries, are final and binding on all entrants in all matters as they relate to this Contest.
9. All Entries become the property of the Contest Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Contest Sponsor 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 and/or entrants. **ANYONE DEEMED BY THE CONTEST SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSOR AT ANY TIME.** The Released Parties will not be liable for: (i) any failure of the Website during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those 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 information to be received, captured or recorded for any reason whatsoever, 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. In the event of a dispute regarding who submitted an Entry, the Contest Sponsor reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Entry in question. The Contest Sponsor reserves the right to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Contest Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Contest Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsor reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, the Contest Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. The Sponsor reserves the right to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.
10. By entering this Contest, each entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Contest Sponsor's privacy policy (available at: <http://www.cancer.ca/en/about-our-site/privacy-policy/?region=on>). This section does not limit any other consent(s) that an individual may provide the Contest Sponsor or others in relation to the collection, use and/or disclosure of their personal information.
11. In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Entry Form, Website, or point of sale, television, print or online advertising, the terms and conditions of the Rules shall prevail, govern and control.

12. 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 Contest Sponsor and/or its 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.