



**Calgary Co-operative Association Limited
(and its Wholly-Owned Subsidiaries)**

Whole Health Challenge Rules

Member Prizes: **1st Place:** Trip for 2 to Phoenix, Arizona. Trip includes flight, accommodations and a spa package. The value of the trip is to a maximum of \$4000 CAD.
 2nd Place: 2 Tickets to a Calgary Flames game in 2010/2011 season and meet one of the Flames after the game.
 3rd Place: Calgary Co-op gift card (Value \$500).

(the "Member Contest")

Employee Prize: **Calgary Co-op gift card (Value \$500).**

(the "Employee Contest")

One prize each will be awarded to both male and female winners in the above categories.

General Rules

THIS CONTEST IS INTENDED FOR RESIDENTS OF ALBERTA ONLY AND WILL BE INTERPRETED ACCORDING TO ALBERTA LAW.

- Contest is open to Calgary Co-op members age 18 years and older resident in Alberta. Provided they are a Calgary Co-op member over the age of 18, persons who are living in the same household as an employee of Calgary Co-op are eligible to participate in the Member Contest.
- A maximum of 2,000 member and employee participants (inclusive) will be accepted for this Contest. Enrollment is limited to one entry per person.
- Employees of Calgary Co-op may enter the contest, but will be entered into a separate prize draw for employees only, and will not be eligible for prizes offered to non-employees of Calgary Co-op. Employees who terminate their employment with Calgary Co-op during the program will no longer be eligible to participate in the Employee Contest. However, provided the maximum participation number has not been reached, they may, at the sole discretion of Calgary Co-op, transfer their contest enrollment to the Member Contest in order to continue to participate in the Whole Health Challenge.
- Persons wanting to participate in the Whole Health Challenge must register with Calgary Co-op. This can be done online at www.calgarycoop.com or by dropping their completed registration form off at any Calgary Co-op Pharmacy (the "Pharmacy Location") starting January 17, 2010 and ending at the close of business on January 30, 2010. Calgary Co-op is not responsible for any misdirected, incomplete or lost entries. Registrations received after January 30, 2010 will not be accepted. No extensions will be granted.
- Contest participants accept responsibility and liability for any inherent risks associated with participating in the Whole Health Challenge. Participants are encouraged to consult their physician before embarking on the Whole Health Challenge. In order to be eligible to participate in the Whole Health Challenge, participants must indicate acceptance of all terms and conditions by clicking the Yes box on their registration form if registering online, or they can print out, sign and return their registration form and the liability/publicity release to the Pharmacy Location prior to the close of business on January 30, 2010.
- Upon confirmation of their participation in the Whole Health Challenge, and to receive their Starter Kit, the participant will receive a registration confirmation via email when registering online, or via mail or by email if an address has been provided on the registration form dropped off at the selected Pharmacy Location by the participant. The participant will then need to show the confirmation at the selected Pharmacy Location between January 24 and February 6, 2010.
- The Whole Health Challenge runs from January 31, 2010 to April 24, 2010 (the "Contest Period").

- To be eligible for all prizes, Whole Health Challenge participants must complete the following requirements as part of the Employee or Member Contest (the "Required Elements"):
 - Complete a pre and post self-assessment using the form provided in their Starter Kit from the Calgary Weight Management Centre and submit the assessments to the selected Pharmacy Location.
 - Complete all six mini-challenges held throughout the Contest Period and submit each challenge by its respective due date to the selected Pharmacy Location.
 - Complete a one page written essay describing the challenges faced and successes achieved as the result of participation in Whole Health Challenge along with the Progress Chart and submit both to the selected Pharmacy Location by April 30, 2010. Essay submissions will not be returned. The participant warrants that their essay is entirely original and does not infringe any third party rights. Calgary Co-op reserves the right to disqualify all non-compliant submissions.
 - Failure to submit any of the mini-challenges, the essay or the Progress Chart will result in the participant's elimination from the Whole Health Challenge and ineligibility for the contest prizing for either the Member or Employee Contest.
- Contest and prizing decisions made by Calgary Co-op are final.
- All prizes must be accepted as awarded. Prizes are non-transferable and have no cash value. No substitutions except at Calgary Co-op's option. Calgary Co-op reserves the right to substitute a prize or prize component for one of equal or greater value.
- Chances of winning prizes are based on completing all of the Required Elements within the Contest Period and on the total number of entrants in the Whole Health Challenge.
- The selection of the contest winners will be done through a selection panel of employees from Calgary Co-op chosen by the Pharmacy Operations Director and will be based on the criteria indicated above. The selection of the winners will be overseen by a senior manager of Calgary Co-op (or their designate).
- All winners of prizes will be announced on May 8, 2010. Winners will be notified by mail, email or telephone. If a selected entrant cannot be contacted by mail, email or telephone by May 18, 2010, they will forfeit their prize and an alternate winner will be selected. The traveling companions of the winners will be required to sign a standard liability/publicity release. All prizes will be delivered to confirmed winners by Calgary Co-op.
- Calgary Co-op and its promotional partners reserve the right to use the winner's name, voice, photograph and image likeness in promotional materials surrounding the Whole Health Challenge, and the winner(s) must sign a waiver to this effect or forfeit all claims to any prize awarded in connection with the Whole Health Challenge.
- Calgary Co-op reserves the right to end the Whole Health Challenge or amend these rules at any point during the Contest Period. This contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering the Whole Health Challenge, participants agree to be bound by these official rules and by the decisions of the contest judges, which shall be final on all matters relating to the contest. All entries become the property of Calgary Co-op and none will be returned. The personal information provided by entrants will only be used for the purpose of administration of the contest, unless the entrant otherwise agrees in accordance with Calgary Co-op's privacy policy posted on our website at www.calgarycoop.com. If for any reason the online portion of this contest is not capable of being completed as planned including, but not limited to computer virus, bugs, tampering, technical failures or other causes beyond the control of Calgary Co-op, Calgary Co-op reserves the right, to cancel, suspend or modify the online portion of the Whole Health Challenge.
- The contest winner understands and accepts any inherent risks associated with participating in the Whole Health Challenge and the use of any prize awarded as a result of their participation in the Whole Health Challenge.
- The winner will release and forever discharge Calgary Co-op and its promotional partners from all claims, demands, actions or suits in connections with the Whole Health Challenge.

- The winners and their travel companions are responsible for obtaining proper travel documentation (e.g. visas, passports, etc.), travel insurance, meals, gas, excess insurance and mileage for any rental car and all other expenses that are not specifically included. Calgary Co-op is not responsible if the winner or their travel companion is denied entrance into the United States for any reason.

Travel and accommodation reservations will be accepted subject to availability. The purchase of travel insurance is strongly recommended. This prize must be taken as offered and is neither transferable nor redeemable for cash.

This prize cannot be sold. In the event that it is, this certificate will become void. This prize is valid for travel until December 15th, 2010. All prizes for air travel are offered subject to availability and promotional space at the time you call to make the booking. Fees, taxes and surcharges are not included and are the responsibility of guests traveling and must be paid for at the time of booking. This prize is not valid for redemption on WestJet Vacations' packages, or WestJet's charter partners. Peak dates such as statutory holidays (long weekends) and airline blackout periods (such as Christmas, Easter and Spring break etc.) are not available for this prize. Blackout dates include, but not limited to: January 1 – 5, 2010; February 10 - March 3, 2010 (restriction is only on flights in/out of Vancouver); April 1 – 6, 2010; May 20 – 25, 2010; July 1 – 5, 2010; July 29 – August 3, 2010; September 2 – 7, 2010; October 7 – 12, 2010; December 16 – 31, 2010.

- Travel must be completed by December 15, 2010.