



Calgary Co-operative Association Limited

2012 Whole Health Challenge

Official Rules and Regulations

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

- 1. **ELIGIBILITY** - The Calgary Co-op Whole Health Challenge (the "**Contest**") is open to Calgary Co-op members resident in Alberta who are over the age of majority.
- 2. **HOW TO ENTER** - The Contest will commence at 8:00 a.m. (MST) on January 30, 2012 and will end at the close of business on April 8, 2012 (the "**Contest Period**"). To enter, eligible participants must have Internet access. To enter, complete all required details and follow the Contest entry instructions provided below:

MINI CHALLENGE ENTRY

- Visit the Calgary Co-op website www.calgarycoop.com/whc
- Follow the instructions and print out and complete the entry form for each Mini Challenge with all required information. Submit the required entry for each Mini Challenge, by the respective deadline, to Customer Service at any Calgary Co-op food centre. Mini Challenge entries received after the close of business will not be accepted. No extensions will be granted. The Mini Challenge periods are:
 - Mini Challenge Period 1 : January 30, 2012 - February 12, 2012*
 - Mini Challenge Period 2 : February 13, 2012 - February 26, 2012*
 - Mini Challenge Period 3 : February 27, 2012 - March 11, 2012*
 - Mini Challenge Period 4: March 12, 2012 - March 25, 2012*
- *Participants are only eligible to submit one (1) entry for each Mini Challenge Period.

GRAND PRIZE ENTRY

- To qualify for a Grand Prize, entrants must complete:
 - All four (4) Mini Challenges and submit them to Calgary Co-op within the designated period;
AND
 - Complete a one (1) page written essay describing the challenges faced and successes achieved as the result of participation in Whole Health Challenge and drop it off at Customer Service at any Calgary Co-op food centre before the close of business on April 8, 2012. Any essays received after the close of business on April 8, 2012 will not be accepted. No extensions will be granted. 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.
- 3. **NO PURCHASE NECESSARY** - Internet access required. Access to Mini Challenge entry forms through the Calgary Co-op website only. Although online access is required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers and a number of Internet service providers. Any attempts to exceed the maximum number of entries allowed is a violation of these Official Rules and may result in disqualification of the entry and/or entrant, and the forfeit of any prize. All entries must be received by the close of business for each designated Mini Challenge Period and by the close of business on April 8, 2012 for essay submission. Proof of submission of an entry does not constitute proof of receipt by Calgary Co-op. The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook or Twitter. Calgary Co-op is not responsible for any misdirected, incomplete or lost entries. All entries become the property of Calgary Co-op, and will not be returned.

- 4. PRIZES -

Mini Challenge Prizes - There are four (4) Mini Challenge prizes to be won (the "**Mini Challenge Prizes**"). The odds of winning a Mini Challenge Prize in the Contest depend upon the number of eligible entries received during each designated Mini Challenge period. The Mini Challenge Prizes are as follows:

- Mini Challenge Period 1 - One (1) Gift Certificate for a personal dietician (for meal planning) valued at approximately \$1,890 Canadian dollars (\$1,890.00 CDN).
- Mini Challenge Period 2 - One (1) Calgary Co-op Gift Card (to be used solely for grocery, petroleum and travel purchases) valued at approximately \$2,000 Canadian dollars (\$2,000.00 CDN).
- Mini Challenge Period 3 - Dinner for four (4) at the Avison Young Club and four (4) tickets to the March 26, 2012 Calgary Flames game and a \$250.00 *C of Red* Gift Card (to be used for merchandise at the Calgary Flames FanAttic store). The total Mini Challenge prize is valued at approximately \$1,200 Canadian dollars (\$1,500.00).
- Mini Challenge Period 4 - Two (2) nights accommodation at Trickle Creek in Kimberly, B.C. and two (2) daily ski tickets for two (2) adults and two (2) children at Kimberly Alpine Resort valued at approximately \$1,500 Canadian dollars (\$1,500.00 CDN).

Grand Prize - There are four (4) grand prizes to be won (the "**Grand Prizes**"). The odds of winning a Grand Prize in the Contest depend upon the number of eligible entries received and based upon the completeness of the entrant's essay answer describing the challenges faces and successes achieved as a result of participation in the Whole Health Challenge. Four (4) Grand Prize winners will each receive:

- One (1) year of unlimited Bootcamp from FRESH! Fitness for two (2) people valued at approximately \$7,000 Canadian dollars (\$7,000.00 CDN).

Mini Challenge Prizes will be selected from among all eligible entries received for the designated Mini Challenge period in a random draw. On or about April, 11 2012, Calgary Co-op Contest judges will announce the winners of the Grand Prizes.

All winners will be notified by email or telephone within five (5) days of the draw and will be required to sign a standard liability/publicity release within ten (10) business days of notification. If a selected entrant cannot be contacted by email or telephone or fails to return the Contest documents within the specified time, he/she will forfeit the prize and an alternate winner will be randomly selected. Calgary Co-op is not responsible for any change in contact information of entrants. All prizes will be delivered to confirmed winners by Calgary Co-op.

- 5. GENERAL RULES

- Contest participants accept responsibility and liability for any inherent risks associated with participating in the 2012 Whole Health Challenge including but are not limited to dangers which may arise from any number of circumstances, including those caused by weather conditions, equipment, facilities, vehicular traffic, failures to follow safety procedures, diagnosed or undiagnosed health conditions and actions of other people. Participants are encouraged to consult their physician before embarking on the 2012 Whole Health Challenge. Participants acknowledge that participation in any events or activities relating to the 2012 Whole Health Challenge may require proper physical training and further acknowledge that they are solely responsible for ensuring that they are physically capable of participating in the 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.

- Calgary Co-op and their promotional partners reserve the right to use the winner's name, voice, photograph and image likeness in promotional materials surrounding the Contest, and the winner(s) must sign a waiver to this effect or forfeit all claims to any prize awarded in connection with the Contest.
- Calgary Co-op reserves the right to end the Contest 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 Contest, 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 Contest.
- Calgary Co-op reserves the right to correct any typographical, printing, computer programming or operator errors. Calgary Co-op's failure to enforce any terms of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of the Official Rules shall not affect the validity or enforceability of any other provision. If any provision of these Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
- By participating in this Contest, participants understand and accept any inherent risks associated with participating in the Contest and the use of any prize awarded as a result of their participation in the Contest.
- By participating in this Contest, all participants release Calgary Co-op, Facebook and Twitter and their respective affiliates, employees, directors, officers, representatives and agents from all liability for any damage that may result from entering or attempting to enter the contest. Participants agree to release and hold harmless Calgary Co-op, Facebook and Twitter and their respective affiliates, employees, directors, officers, representatives and agents from any liability, loss or damage occurred with respect to the awarding, receipt, possession and/or use or misuse of the prize and acknowledge that Calgary Co-op, Facebook and Twitter and their respective affiliates, employees, directors, officers, representatives and agents have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, including but not limited to the quality, condition or fitness for a particular purpose of the prize.
- The awarding of the Mini Challenge Prizes and Grand Prizes will be conditional upon the respective winner signing a declaration, publicity consent, waiver and release.
- The winners will release and forever discharge Calgary Co-op and its promotional partners from all claims, demands, actions or suits in connections with the Contest.