



Calgary Co-operative Association Limited 2012 Whole Health Challenge Lighten-Up Recipe Contest

Amended 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: Lighten-Up Recipe Contest (the "**Contest**") is open to Calgary Co-op members resident in Alberta who are over the age of majority. Individuals who are employees, agents, representatives, officers or directors of Calgary Co-op, and those who reside with such individuals (whether related or not) or who are members of the immediate family (defined as parent, children, siblings or spouses, regardless of where they live) of such individuals are not eligible to participate in the Contest.
- 2. **NO PURCHASE NECESSARY** - Internet access required. Online entry through the email only; no other means of submission will be accepted. Although online access and an email account are 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 and other companies offer free email accounts. 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 end of the Revised Contest Period. 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.
- 3. **HOW TO ENTER** - The Contest will commence at 8:00 a.m. (MST) on February 13, 2012 and will end at the 11:59 p.m. (MST) on March 11, 2012 (the "**Revised Contest Period**"). To enter, eligible participants must have Internet access and a valid email address. To enter, register and complete all required details and follow the Contest entry instructions provided below:
 - Visit the Calgary Co-op Whole Health Challenge website at www.calgarycoop.com/whc and follow the link to the **Lighten-Up Recipe Contest**.
 - Participants are asked to submit their **very own** great tasting and healthy recipe to recipe@calgarycoop.com along with their full name, telephone number and email address.

A person can use only one (1) email address to register. Any attempt by any participant to obtain more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification.

- 4. **RECIPE SUBMISSION** - **If a participant considers their Recipe a trade secret or otherwise wishes to keep their Recipe or any ingredient, element or idea therein confidential they should not participate in this Contest or submit a Recipe. By submitting a Recipe in connection with the Contest, participants acknowledge and agree that such submission constitutes public disclosure of the Recipe. There is no obligation of confidentiality or fiduciary duty to any participant by Calgary Co-op in respect of the Recipe submitted by a participant. A third party, including, without limitation, Calgary Co-op may reproduce, display, publish, exhibit, develop, manufacture, market, sell or distribute a recipe or product which is similar or identical to participant's Recipe or any elements or ideas contained therein. Participants understand and agree that such third party and Calgary Co-op has an independent legal right to do so.**

By submitting a Recipe in connection with the Contest, each participant represents and warrants that his/her Recipe:

- (i) complies with these Official Rules;

- (ii) is his/her creation and that participant (a) is the sole and exclusive owner of all right, title and interest (including any copyright) in and to the Recipe, and (b) has the right and authority to grant the rights in and to the Recipe as contemplated hereunder;
- (iii) is not the subject of any trade-mark, patent or copyright or the subject of any actual or threatened litigation or claim;
- (iv) does not violate or infringe upon the rights of any third party including, without limitation, intellectual property rights, and use of the Recipe as contemplated herein will not give rise to any claims of infringement;
- (v) has never been professionally published (e.g., in major cookbooks or magazines), commercially exploited (other than in a local restaurant, catering or bakery shop);
- (vi) does not include any references to commercial content (including, without limitation brand names, trade names, trademarks, service marks or logos of any third parties) or otherwise promote any brand, product or service; and
- (vii) does not contain any ingredient(s) that may not be legally purchased within Canada.

By submitting a Recipe in connection with the Contest, participants (i) irrevocably grant to Calgary Co-op permission to copy, reproduce, display, broadcast, publish, distribute, edit, adapt, modify and otherwise use, worldwide in perpetuity, all or any part of the Recipe in any form of media, including, without limitation, television and the Internet (including but not limited to reproduction on Facebook and other social media sites), and (ii) waives any and all moral rights in and to the Recipe, in either case without notice or compensation.

Participants will not receive any compensation or credit for the use of his/her Recipe or their participation in the Contest or other activities related thereto, as specified further herein, other than the awarding of the Prize as disclosed in section 6 these Official Contest Rules.

- 5. SELECTION OF WINNERS -

Recipes submitted by participants will be judged by Calgary Co-op taking the following into consideration:

- Originality of recipe;
 - Ease of preparation;
 - Effective combination of ingredients;
 - Calories, salt, sugar and fat content; Fiber; and
 - Use of healthy ingredients (including oils, spices, etc).
- 6. PRIZES - There are two (2) prizes to be won (the "**Prizes**"). The odds of winning a Prize in the Contest depend upon the number of eligible entries received. The Prizes consists of:
 - Runner up - One (1) Calgary Co-op Gift Card (to be used solely for grocery, petroleum and travel purchases) valued at approximately \$200.00 Canadian dollars.
 - First place winner - One (1) Calgary Co-op Gift Card (to be used solely for grocery, petroleum and travel purchases) valued at approximately \$300.00 Canadian dollars.

On or about March 19, 2012, Calgary Co-op Contest judges will announce the winners. The winners will be notified by email or telephone and will be required to sign a standard liability/publicity release within ten (10) business days of notification. If a selected participant 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 selected. Calgary Co-op is not responsible for any change in contact information of participants. The Prizes will be delivered to the winners by Calgary Co-op.

- 5. GENERAL RULES -

- Contest and prizing decisions made by Calgary Co-op are final.
- The Prizes must be accepted as awarded and 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 association with the winning Recipe and promotional materials surrounding the Contest, and the winner 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 Revised 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 participants 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 Prizes will be conditional upon the respective winner(s) signing a declaration, publicity consent, waiver and release.
- The winner(s) will release and forever discharge Calgary Co-op and its promotional partners from all claims, demands, actions or suits in connections with the Contest.

FAILURE TO COMPLY WITH THESE CONTEST RULES MAY RESULTS IN DISQUALIFICATION