

2024 Win Gear for a Year Contest OFFICIAL CONTEST RULES

ELIGIBILITY: Only residents of the province of Newfoundland and Labrador who have reached the age of 19 at the time of entry may enter and win the Prize. 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.

You are not eligible to enter or win the Prize, if you are an employee of Dairy Farmers of Newfoundland and Labrador or School Milk Foundation of Newfoundland and Labrador (The Sponsors), its affiliates and related companies, advertising or promotional agencies or a member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live).

HOW TO ENTER: Enter the draw through our Facebook and Instagram channels. Contest ends November 25th. Users must enter by 4:00PM (Newfoundland Standard Time)

PRIZES: There is one prize valued at \$1000 each, available to be won. The odds of winning a prize in the Contest will depend upon the number of eligible Entries received during the Contest Period.

AWARDING OF PRIZES: Prizes are awarded by random draw from entries received. To be declared a winner of a Prize, you 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 by phone. If an entrant fails to correctly answer, or, incorrectly answers the skill-testing question; the Prize will be forfeited and may be awarded to an alternate entrant. You will also need to state your name, mailing address and date of birth.

Notifying the Contest Winners: The winner will receive a direct message on the platform and reply to their comment letting them know they have been contacted.

RELEASES, ETC.: Before being declared a winner of a Prize, a selected entrant will be required to sign a Release of Liability form, which (among other things): (i) confirms compliance with these Official Contest Rules; (ii) acknowledges acceptance of the applicable Prize as awarded; (iii) releases the Sponsor, its advertising and promotional agencies, parent companies and affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all liability in connection with this Contest, (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet.

PERSONAL INFORMATION: By entering this Contest entrants agree to the publication, reproduction and/or other use of their name, city / town / community without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. By entering this Contest, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Contest. By accepting a Prize, winners

consent to the collection, use and disclosure to the public of their names, addresses (city, province/territory), voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or formats including, but not limited to, the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent.

Personal information provided by entrants is provided to the Sponsors only, for the use of the Sponsors, and is not provided to the Social Media Platforms.

LIMITATIONS OF LIABILITY: Without limiting the limitations of liability set forth elsewhere in these Official Contest Rules and Release of Liability, and for greater certainty, the Releasees will not be liable for: a) any incomplete or inaccurate information, b) any typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, these Official Contest Rules, the selection (if applicable) and/or announcement of eligible winner(s), and/or the distribution of any Prize(s); and/or e) any combination of the above.

RIGHT TO TERMINATE, SUSPEND OR AMEND: Sponsor reserves the right to terminate, amend or suspend this Contest, in whole or in part, without prior notice.

MISCELLANEOUS: By entering the Contest, entrants acknowledge and accept that the Contest is in no way sponsored, endorsed or administered by, or associated with any Social Media Platforms. Any questions, comments or complaints regarding the Contest are to be directed to the Sponsors, not to the Social Media Platforms.

- Claimants who have not complied with these Official Contest Rules are subject to disqualification from this Contest. All decisions of Sponsor are final and binding without right of appeal in all matters relating to this Contest. The Releasees will not be responsible for illegible, incomplete, lost, misdirected or late Prize claims, all of which will be void. Contest is subject to all applicable federal, provincial and municipal laws.

- Collecting User-Generated Content (UGC) will require permission from the owner. *“All entries and any copyright subsisting in the entries become and remain the property of the promoter who may publish or cause to be published any of the entries received.”*