

**Chevrolet Good Deeds Cup 2021-22 Season**  
**OFFICIAL CONTEST RULES AND REGULATIONS**  
**THIS CONTEST IS GOVERNED BY CANADIAN LAW**

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**By entering this Contest (as defined below), entrants agree to abide by these official contest rules (the “Official Rules”). Any questions, comments or complaints regarding the Contest must be directed to the Sponsor (as defined below).**

1. **CONTEST:** The Chevrolet Good Deeds Cup Contest (the “Contest”) is sponsored by General Motors of Canada Company (the “Sponsor”). The Contest begins at 9:00:00AM Eastern Time (“ET”) on November 13, 2021 and ends at 11:59:59 PM ET on April 9, 2022 (the “Contest Period”). The Contest entry period begins at 12:00:01 AM ET on November 13, 2021 and ends at 11:59:59 PM ET on February 1, 2022 (the “Entry Period”), with an early bird entry period beginning at 12:00:01 AM ET on November 13, 2021 and ending 11:59:59 PM ET on January 6, 2022 (the “Early Bird Entry Period”).
  
2. **ELIGIBILITY:** No purchase necessary. The Contest is open only to U11, U13 and U15 minor hockey teams registered with Hockey Canada as of the time of entry (each, a “Team”). Persons entering on behalf of a Team must, at time of entry: (i) be a legal resident of Canada; (ii) have reached the legal age of majority in his/her province or territory of residence; and (iii) be a registered U11, U13 or U15 coach, assistant coach or parent of a child on the applicable Team (a “Representative”). Representative may not be: (i) employees, shareholders, officers, directors, agents, or representatives of the Sponsor, or the advertising and promotional agencies of the Sponsor, Hockey Canada (a federally incorporated amateur athletic association having its head office at 151 Canada Olympic Road, Suite 201, Calgary, Alberta, T3B 6B7, (“Hockey Canada”)), or their respective subsidiaries, affiliates, dealers, or franchisees; or (ii) a member of any such person’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the person or not). In these Official Rules, “immediate family” means mother, father, brothers, sisters, sons, daughters, partner, or spouse.

NOTE: The Representative is the designated point of contact for the Contest who will be responsible for submitting the Entry (as defined below) on behalf of the respective Team, as well as for Contest notification purposes. The Sponsor reserves the right, in its sole and absolute discretion, on a random audit basis to contact any player’s parent/legal guardian for the purposes of verifying his/her: (i) consent to the player’s participation in this Contest; (ii) consent to the collection, use and disclosure of the player’s personal information; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor’s interpretation of the letter and spirit of these Official

Rules. Failure of a player's parent/legal guardian to complete any such required verification to the complete satisfaction of the Sponsor within the time frame specified by the Sponsor may, in the sole and absolute discretion of the Sponsor, result in disqualification of the player, Representative and/or Team from participating in the Contest.

IMPORTANT NOTE: At any point during or after the Contest (including, but not limited to, after Prizes have been awarded), the Sponsor reserves the right, in its sole and absolute discretion, to require proof, in form and substance satisfactory to the Sponsor (including, but not limited to, requiring the Representative to sign a legally binding agreement), that: (i) the Representative meets the eligibility requirements specified in these Official Rules; (ii) the Team meets the eligibility requirements specified in these Official Rules; (iii) each player on the Team meets the requirements specified by Hockey Canada to be eligible to play on the Team; (iv) neither the Representative, the Team, any player on the Team, nor any parent/legal guardian or other individual associated with the Team in any way has, to the knowledge of the Representative, violated these Official Rules (as determined by the Sponsor in its sole and absolute discretion); (v) is required for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules; and/or (vi) the Representative has obtained written consent from:

- (1) the Team's minor hockey association – which, acknowledges the minor hockey association's agreement: (i) that the Team is permitted to enter the Contest; (ii) the Team is permitted to use the Team's name(s) and/or logo(s) for the purposes of participating in the Contest (including, but not limited to, pursuant to the license in section 5g below); and/or (iii) to be legally bound by these Official Rules on behalf of the Team; and/or
- (2) the parent or legal guardian of each player on the Team – which, confirms that the parent or legal guardian: (i) has agreed to the player's participation in this Contest and to the submission of the Entry and Video (as defined below) (including, but not limited to, consent to the storage, usage and sharing of any images, footage and/or personal information) submitted for purposes of the Contest; and (ii) agrees that the Representative has the legal right to agree to be legally bound by these Official Rules on behalf of the the player (and his/her parent or legal guardian).

3. **HOW TO ENTER:** To enter the Contest and be eligible to receive one (1) entry (each, an "Entry" and collectively, the "Entries"), the Representative must complete the following steps during the Entry Period:

### **Step One: Complete Good Deed Pre-Approval Form**

Complete the Good Deed pre-approval form on the contest website located at [www.ChevroletGoodDeedsCup.ca](http://www.ChevroletGoodDeedsCup.ca). The Representative will be required to include in the form a description of the Team's proposed Good Deed. Hockey Canada will review the Good Deed and determine if it meets their sanctioning guidelines (see appendix). Teams will receive approval of the proposed Good Deed within forty-eight (48) hours of completing the form.

### **Step Two: Film a Good Deeds Video**

Record a Good Deed video following the guidelines in section 4 "Video format and content" (the "Video"). Video must include the following:

- Team name & location (City/Town and Province)
- Explanation of the Good Deed and demonstrate the execution of the idea
- How the Good Deed supported inclusivity in your community and/or for hockey

Videos must be a minimum of 30 seconds and a maximum of 60 seconds. Video can be filmed with one member of the Team speaking on behalf of the Team or multiple Team members speaking. As detailed in section 4 below ("Video format and content"), the Video must be created in compliance with applicable advice, recommendations and instructions of public health officials related to COVID-19.

### **Step Three: Submit A Good Deed Video Link**

First, have an account (to which the Representative has access and/or control) on a video sharing platform (example – YouTube or Vimeo) in the name of the Team, and that is set to public and will remain public during the Contest Period (the "Video Account"). If the Team does not have a Video Account, one will need to be created. Entrants are subject to the respective video sharing platform's rules and policies which are available on the video sharing platform's website. Sponsor is not responsible in any way for any decisions made by the applicable video sharing platform regarding the Team's uploaded content or Video Account.

Once the Team has a Video Account, upload the Good Deed Video to the video sharing platform. Video must comply with the video sharing platform's rules and policies and the Video format and content requirements detailed in section 4 below. In addition, Video must comply with the video sharing platform's community guidelines and/or acceptable use policies – otherwise it will be disqualified. Once the Video is ready, the Representative must complete the Good Deeds Cup Contest registration form on the Contest website and include a link to the Video as part of the submission.

#### **Step Four: Confirmation of Submission**

Once the Representative has submitted the Team's registration form and Video link through the Contest website, the Representative will receive a notice on the website confirming the submission. The Team will be assigned an Entry in the Contest once the Team has been confirmed by Hockey Canada to be in good standing. There is a limit of five (5) Entries per Team. Each time a Team enters the Contest, Steps One through Four must be followed. Each Video and Good Deed must be unique and must only be entered once into the Contest. By submitting the Team's registration form and Video link, the Representative is agreeing (on his/her own behalf and on behalf of the Team and each player (and each player's parent or legal guardian) on the Team) that the Sponsor (and those authorized by the Sponsor) shall be entitled to use the Video as provided in these Official Rules (including, but not limited to, pursuant to the license in section 5g below) and is confirming and representing and providing warranty to the Sponsor that: (i) adequate and appropriate consent to participate in the Video and the Contest, as well as for the Video to be used by Sponsor (and those authorized by the Sponsor) as provided in these Official Rules (including, but not limited to, pursuant to the license in section 5g below), has been obtained from the parents or legal guardians of each player on the Team participating in the Video; and (ii) consent has also been obtained from the Team's Minor Hockey Association to enter the Contest and to use the Team's name and logo (see section 6 below for details).

Proof of submitting a registration form and Video link is not proof of receipt by Sponsor.

4. **VIDEO FORMAT AND CONTENT:** Each submitted Video:
  - a. must showcase the Team player/players pitching an approved Good Deed. All Videos must be created in compliance with, and reflect a Good Deed which was carried out in compliance with, the then current and applicable advice, recommendations and instructions of public health officials related to COVID-19, including any advice, recommendations or instructions on physical distancing, cleaning or disinfecting. Without limitation, the Good Deed and Video(s) must at all times comply with applicable limits on "social gatherings" and "organized public events". The Representative is responsible for determining and ensuring compliance with applicable advice, recommendations and instructions of public health officials;
  - b. must include the following:
    - Team name & location (City/Town and Province)
    - Explanation of the Good Deed and demonstrate the execution of the idea
    - How the Good Deed supported inclusivity in your community and/or for hockey

- c. must be between 30 and 60 seconds in length (any Video exceeding 60 seconds may be disqualified by the Sponsor in its sole and absolute discretion);
- d. must be uploaded and hosted on a public video sharing platform ;
- e. must not, as determined in the sole and absolute discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content, including, but not limited to: crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct (including, but not limited to, the use of alcohol or drugs); personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic);
- f. must be intended for family audience viewing and contain only content that, as determined in the sole and absolute discretion of the Sponsor, is suitable for all persons, including persons under the age of 13;
- g. must be submitted only once;
- h. must not have been used for another contest, promotion or other commercial purposes;
- i. must not contain any copyrighted works (other than as owned by the Representative or the Team);
- j. must not contain any third party trademarks or logos other than Hockey Canada or a Hockey Canada Minor Hockey Association; and
- k. must not violate any law, regulation or third party policies.

5. **DECLARATION OF CONSENT BY REPRESENTATIVE:** By entering this Contest and submitting a Video, the Representative:

- a. declares having obtained consent to participate in the Video and the Contest from the parent or legal guardian of each player on the Team appearing in the Video;
- b. declares having obtained consent to participate in the Video from all other individuals appearing in the Video (or, in the case of any such individuals who are under the legal age of majority in their jurisdiction of residence, the parent or legal guardian of such individuals);
- c. declares the Video is unique, original and created solely by the Representative and the Team;
- d. declares he/she and the Team have the right to use, disseminate, publish, and distribute the Video (including, without limitation, for the purposes of this Contest in accordance with these Official Rules) without violating any laws or third-party rights;

- e. without limiting the above, declares he/she and the Team have the right to use, disseminate, publish, and distribute the Team's name(s) and/or logo(s) for the purposes of participating in the Contest;
- f. agrees to indemnify the Releasees (as defined below) for any expenses incurred from any claims resulting from: (i) the use and/or dissemination of the Video by or on behalf of the Sponsor; and/or (ii) any breach of these Official Rules by the Representative and/or the Team (or any individual associated with the Representative and/or the Team);
- g. gives Sponsor a worldwide, non-exclusive, royalty-free, sublicensable, fully transferable, irrevocable license to use, reproduce, disseminate, publish, distribute, represent publicly, communicate to the public by telecommunication, make available, edit and modify the Video around the world and in perpetuity, in any type of media, with no further remuneration or notice whatsoever and, where appropriate, for all purposes related to Sponsor activities, including but not limited to dissemination through various media and on Chevrolet Canada's social media channels (Facebook, Twitter, Instagram, TikTok and YouTube); and
- h. waives all moral rights (and declares having obtained from all other individuals appearing in, or otherwise involved in the creation of, the Video (or, in the case of any such individuals who are under the legal age of majority in their jurisdiction of residence, the parent or legal guardian of such individuals)) protecting the Video in favour of the Sponsor (and anyone authorized by the Sponsor to use the Video).

The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, but not limited to, government-issued photo identification): (i) for the purposes of verifying the eligibility of any Representative, Team and/or player to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry and/or other information for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

**6. PRIZES:** There are three (3) types of prizes in this Contest:

- I. EARLY BIRD SUBMISSION PRIZES:** There will be a total of six (6) early bird submission prizes (each, an "Early Bird Prize") available to be won during the early bird selection process (as described below, the "Early Bird Selection Process").
  - a. Grand Prize – one (1) Team will be randomly selected to be the featured minor hockey team to introduce a Hockey Night in Canada broadcast

(approximate retail value: \$7500 CAD). Air date to be determined by Sponsor. The Team will also receive one (1) Chevrolet Good Deeds Cup prize pack featuring branded clothing and swag for each registered player (as of the date of Entry) on the selected Team, up to a maximum of twenty (20) players (approximate retail value of prize pack: \$35 CAD per player).

- b. Secondary Prizes – five (5) Teams will be randomly selected to receive 1 of 5 Chevrolet Good Deeds Cup prize packs featuring branded clothing and swag for each registered player (as of the date of Entry) on the selected Team, up to a maximum of twenty (20) players (approximate retail value of prize pack: \$35 CAD per player).

**II. REGIONAL FINALIST PRIZES:** There are eleven (11) regional finalist prizes (each, a “Regional Finalist Prize”) available to be won during the regional finalist selection process (as described below, the “Regional Finalist Selection Process”). Each Regional Finalist Prize consists of \$2,000 (CAD) in the form of a cheque made payable to the Regional Finalist Team’s (defined below) registered charity of choice in Canada, as designated by the Representative (subject to the Sponsor’s ultimate approval in its sole and absolute discretion). The Representative will act as the designated point of contact on behalf of the Team confirmed by the Sponsor as a Regional Finalist Prize winner (a “Regional Finalist Team”).

Note: There are twelve (12) Regional Finalist Teams – but only eleven (11) Regional Finalist Prizes. This is because the Regional Finalist Team that goes on to win the Grand Prize will not be awarded a Regional Finalist Prize.

**III. GRAND PRIZE:** There is one (1) grand prize (the “Grand Prize”) available to be won during the champion selection process (as described below, the “Champion Selection Process”). The Grand Prize consists of: (i) national recognition of the Winning Team (as defined below) with a feature on broadcast television; (ii) Hockey Canada and/or Chevrolet branded swag for each registered player (as of the date of Entry) on the Winning Team, up to a maximum of twenty (20) players (approximate retail value of swag: \$200 per player); (iii) \$100,000 (CAD) in the form of a cheque made payable to the Winning Team’s registered charity of choice in Canada, as designated by the Representative (subject to the Sponsor’s ultimate approval in its sole and absolute discretion). The Representative will act as the designated point of contact on behalf of the Team confirmed by the Sponsor as the Grand Prize winner (the “Winning Team”).

The prizes must be accepted as awarded without substitution and are not transferable. The Sponsor reserves the right, in the event that a prize (or any part thereof) cannot be awarded as described for any reason, to substitute another prize of equal or greater value, without liability. The Releasees are not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any

reason, of any aspect of a prize. No individual or entity will be compensated in the event of such delay, cancellation or other event contemplated herein. All characteristics and features of the prizes, except as otherwise explicitly stated above, will be determined by the Sponsor in its sole and absolute discretion.

- 7. EARLY BIRD SELECTION PROCESS:** Eligible Teams who are confirmed an Entry during the Early Bird Entry Period will be eligible to win an Early Bird Prize. For the purposes of the Early Bird Selection Process, there will be a total of six (6) Teams selected as eligible to win, as follows: on January 10, 2022 at 200 Wellington St W #1300, Toronto, ON a random drawing will be conducted from all eligible Entries received during the Early Bird Entry Period for the purpose of selecting six (6) eligible Teams. Odds of winning an Early Bird Prize depend on the total number of eligible Entries received during the Early Bird Entry Period.
- 8. REGIONAL FINALIST SELECTION PROCESS:** The Regional Finalist Selection Process will take place between 12:00:01 AM ET February 2, 2022 and 11:59:59 PM ET February 11, 2022 at 200 Wellington St W #1300, Toronto, ON to select twelve (12) eligible Regional Finalist Teams. For the purposes of the Regional Finalist Selection Process, there will be a total of eleven (11) regions (each, a “Region”), as follows: (i) one (1) Region for each Province (BC, AB, SK, MB, ON, QC, NB, NFLD, PEI, NS); and (ii) one (1) Region collectively for the Territories (NWT/NV/YK). There will be one (1) Regional Finalist Team selected for each Region. Eligible Entries for each Region will be judged separately and will be reviewed by judges appointed by the Sponsor. Each Entry will automatically be allocated to the applicable Region by the Sponsor. After the first eleven (11) Regional Finalist Teams have been selected, the twelfth (12) Regional Finalist Team will be selected from all remaining Entries across all Regions using the same judging criteria. Each Entry will be assigned a score on the basis of the following equally weighted judging criteria: (i) demonstration of how the Good Deed brought inclusivity into the game of hockey; (ii) showcase how the Good Deed could continue to support inclusivity in the community after the conclusion of the Contest; (iii) showcasing the Team’s enthusiasm in the Video; (iv) clarity of Good Deed and required information in the Video. In relation to each Region (which, for the selection of the final Regional Finalist Team shall include all Regions), the Entry that is awarded the highest score (as determined by the judges in their sole and absolute discretion) for the applicable Region will be eligible to win a Regional Finalist Prize. In the event of a tie in a Region, the Entry (from among all such Entries that are tied in the applicable Region) that was awarded the highest score on creativity of the Good Deed (followed in the event of a further tie by the highest score on: i) showcasing potential impact on the community; then ii) showcasing the Team’s enthusiasm) will be deemed eligible to win a Regional Finalist Prize. Odds of being selected depend on the number of Entries received for each Region and the calibre of the Entries in meeting the criteria identified



above in each Region. Note: the Regional Finalist Team that goes on to win the Grand Prize will not be awarded a Regional Finalist Prize.

**9. CHAMPION SELECTION PROCESS:** The Champion Selection Process will take place between February 2, 2022 at 12:00:00 AM ET and February 11, 2022 at 11:59:59 PM ET (following the announcement of the Regional Finalist Teams) at 200 Wellington St W #1300, Toronto, ON . Each of the twelve (12) Regional Finalist Teams and their Entries will be showcased from February 26, 2022 at 12:00:00 AM ET to March 19, 2022 at 11:59:59 PM ET (the ‘Voting Period’) on [www.ChevroletGoodDeedsCup.ca](http://www.ChevroletGoodDeedsCup.ca). Residents of Canada will be able to click to vote on their favourite Video by completing an information form on the [ChevroletGoodDeedsCup.ca](http://www.ChevroletGoodDeedsCup.ca) website. Each Regional Finalist Team will be assigned a score on the basis of the following judging criteria (each weighted by percentage): (i) number of eligible and verified votes during the Voting Period (70%); (ii) demonstration of how the Good Deed brought inclusivity into the game of hockey (20%); and (iii) impact the Regional Finalist Team’s selected charity can make on the community (10%). The Regional Finalist Team that is awarded the highest score (as determined by the Sponsor in its sole and absolute discretion) will be eligible to win the Grand Prize. The Representative of the Regional Finalist Team who receives the highest score will be contacted in accordance with section 10.III below, and the Championship Team will be publicly announced on April 9, 2022. In the event of a tie at the end of judging process, the eligible winner will be selected from amongst the tied Entries that was awarded the highest score on: (ii) demonstration of how the Good Deed brought inclusivity into the game of hockey . Odds of being selected as eligible to win the Grand Prize depend on the calibre of the Regional Finalist Teams’ Entries in meeting the criteria identified above. Note: The Regional Finalist Team that goes on to win the Grand Prize will not be awarded a Regional Finalist Prize. All votes are subject to verification. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of compliance with the Sponsor’s interpretation of the letter and spirit of these Official Rules from any individual to participate (e.g. vote) in this Contest. Failure to provide such proof within the timeline specified by the Sponsor may result in disqualification of the applicable votes that cannot be verified to the complete satisfaction of the Sponsor, in its sole and absolute discretion.

**IMPORTANT NOTE:** Representative, Team members and other individuals may encourage other individuals to vote on a Video Entry; however, no form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of receiving such individual’s votes for any Video Entry, nor may any Representative, Team member or other individual directly or indirectly associate their Video Entry with any paid advertising. For example, but without limitation, any attempt by a Representative, Team or other

individuals or entities to increase the number of votes on a Video Entry by launching an advertising campaign (e.g. such as using the Video Entry as a paid advertisement that plays before an individual watches another video on a video sharing platform) shall be considered by the Sponsor to be a violation of these Official Rules. Any Representative, Team or other individual determined by the Sponsor to be directly or indirectly engaging in such behaviour is subject to disqualification, and the corresponding votes, Entry and/or Regional Finalist Team is subject to disqualification in the sole and absolute discretion of the Sponsor.

## **10. PRIZE NOTIFICATION:**

- I. EARLY BIRD PRIZE WINNERS:** The selected Early Bird Prize Teams will be notified through their Representative via the Team's contact information (and the email address submitted by the Representative to enter this Contest) on or before February 14, 2022. The Representative of a selected Early Bird Prize Team will be required to correctly answer a skill-testing question, without electronic, mechanical or other assistance of any kind, on behalf of the selected Team. If the Representative of a selected Early Bird Prize Team (a) cannot be reached by telephone or email within seventy-two (72) hours of notification; or (b) fails to provide such materials as may be reasonably requested by the Sponsor within the specified time, including a correct answer to the skill-testing question, then such selected Early Bird Prize Team will be disqualified and will be ineligible to receive the Early Bird Prize for which they were selected. In such event, a backup potential Early Bird Prize winner will be randomly selected from among all remaining eligible Entries received during the Early Bird Entry Period, however Sponsor shall not pursue more than three (3) backup potential prize winners for any Early Bird Prize.
- II. REGIONAL FINALISTS:** The selected Regional Finalist Teams will be notified through their Representative via the Team's contact information (and the email address submitted by the Representative to enter this Contest) on or before February 14, 2022. If the Representative of a selected Regional Finalist Team (a) cannot be reached by telephone or email within seventy-two (72) hours of notification; or (b) fails to provide such materials as may be reasonably requested by the Sponsor within the specified time, then such selected Regional Finalist Team will be disqualified and the Entry with the next highest score in the applicable Region will be selected and the process above will be repeated until such time as all eleven (11) Regional Finalist Teams (one (1) Regional Finalist Team per Region) have been confirmed or there are no more eligible Entries, whichever comes first. If the Sponsor is not able to select a Regional Finalist Team in accordance with this Official Rules

for a particular Region, then there will be no Regional Finalist Team for that Region. In any such case, no Regional Finalist Prize will be awarded for that Region.

- III. GRAND PRIZE:** The selected Winning Team will be notified through its Representative via the Team's contact information (telephone and the email address submitted by the Representative to enter this Contest) on or about April 1, 2022. If the Representative (a) cannot be reached by telephone or email within forty-eight (48) hours of notification; or (b) fails to return the properly executed release form within the specified time; then such selected Winning Team will be disqualified and the Finalist Team with the second highest vote total will be selected and the process above will be repeated until such time as the Grand Prize has been awarded, or there are no more eligible Regional Finalist Teams.

All prizes will be distributed following the end of the Contest Period. None of the Releasees will be responsible for failed attempts to contact a Representative. To be declared a prize winner, the Representative of the Team selected as eligible to win a prize (each, a "Selected Entrant") must: (a) sign a release form, which, among other things: (i) confirms compliance with these Official Rules and certifies eligibility (including, without limitation, that all required consents and releases from the parents/legal guardians of all players on the Team have been fully and properly obtained to the complete satisfaction of the Sponsor); (ii) confirms acceptance of the applicable prize as awarded, without substitution; (iii) releases the Sponsor, its parent company, affiliated companies, subsidiaries, divisions, advertising and promotion agencies, Hockey Canada, Hockey Canada's Regional Members and Minor Hockey Associations, and all of their respective agents, employees, directors, officers, shareholders, successors and assigns (collectively, the "Releasees") from any liability in connection with the Contest and the applicable prize; and (iv) agrees to the use of his/her name, Team name, city and province/territory of residence, and image without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor.

- 11. GENERAL:** By entering the Contest, the Representative (on his/her own behalf and on behalf of the Team and each player (and each player's parent or legal guardian) on the Team) agrees to abide by these Official Rules and the decisions of the Sponsor with respect to all aspects of the Contest, which are final and binding without right of appeal. The Contest is subject to all applicable federal, provincial, territorial and municipal laws.

By entering, each Representative (on his/her own behalf and on behalf of the Team and each player (and each player's parent or legal guardian) on the Team) consents to the use of his/her name, the Team name, city and province/territory of residence, submitted as an Entry into the Contest without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest. If it is discovered by the Sponsor (using any evidence or other

information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Official Rules to enter or otherwise participate in or to disrupt this Contest, then the Sponsor reserves the right, in its sole and absolute discretion, to take whatever action it deems necessary based on the circumstances to help ensure that the Contest is being conducted in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules (including without limitation disqualifying any Entry at any time).

The Releasees will not be liable for any failure of any Contest related website or any social media platform (including, without limitation, any video sharing platforms), and do not assume any responsibility for incorrect or inaccurate capture of information, technical malfunctions, human or technical error, tampering, including the use of bots, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The sole determinant of the time for the purposes of a valid online Entry in this Contest will be the Sponsor's official clock(s). In the event it is determined by the Sponsor in its sole and absolute discretion that an individual has participated in a fashion not sanctioned by these Official Rules, Sponsor reserves the right, in its sole and absolute discretion, to take whatever action it deems necessary based on the circumstances to help ensure that the Contest is being conducted in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules (including without limitation disqualifying any Entry at any time).

**12. CONTEST CHANGES AND CANCELLATION:** The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "**Régie**") in the Province of Québec, to the extent applicable, to terminate, suspend or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, such as tampering, the Sponsor reserves the right with the consent of the Régie, to cancel the Contest. The Releasees shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest, including, but not limited to, any damage to an individual's mobile phone, computer equipment, system, software or any combination thereof, as a result of the individual's participation in this Contest. Further, the Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Official Rules, to the extent deemed necessary by Sponsor, for purposes of verifying compliance by any participant, Entry, vote and/or other information with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the

Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules, or for any other reason.

- 13. RESIDENTS OF QUEBEC:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.
- 14. DISCREPANCIES:** In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Contest related materials, including, but not limited to: the French version of these Official Rules, the registration form, television, print or online advertising; the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.
- 15. PERSONAL INFORMATION:** Personal information collected as part of this Contest will be collected, used and disclosed by the Sponsor to administer the Contest and as otherwise set out in these Official Rules. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit <http://www.gm.ca/gm/english/corporate/about/privacy/overview>. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.