



Shift into Winter Photo Contest Rules

Eligibility

The Shift into Winter Photo Contest (“the Contest”) is open to any person who is a B.C. resident at any point during the term of the Contest and who is at least 16 years old when the Contest winner is selected.

Employees and immediate family members of any organization in the Winter Driving Safety Alliance are not eligible to enter the Contest.

Term

The Contest runs from Friday, October 24, 2014 at 5:45 p.m. until Friday, October 24, 2014 at 8:00 p.m. Pacific Daylight Time.

Entry

A person may enter the Contest by taking a photograph of the Winter Driving Awareness Event prior and during the Victoria Royals Hockey Game at Save On Foods Memorial Centre, Victoria, British Columbia on Friday, October 24th, 2014 during the above noted term and publically sharing the photograph via the social media platforms Twitter with the hashtag #shiftintowinter and #kaltire (“the Hashtag”).

There is no limit to the number of photographs a person can enter using these Hashtags.

By entering the Contest, each person agrees to be bound by the Contest rules and the exclusive decisions of the Winter Driving Safety Alliance in administering and adjudicating those rules.

By entering the Contest, each person agrees that the Winter Driving Safety Alliance may use the person’s name and photograph taken at or near the time of the selection of the winner for publicity purposes indefinitely, without notice to the person and without additional compensation to the person. By entering the Contest each person agrees to be featured on the shiftintowinter.ca website and in other Winter Driving Safety Alliance material.

The Winter Driving Safety Alliance is not responsible for any late, lost, stolen, illegible, destroyed, or misdirected entry. The Winter Driving Safety Alliance is not responsible for



any damage or loss a person may experience from accessing or using the shiftintowinter.ca website.

Prize

The Contest prize is one (1) Galaxy Tablet (approximate value \$170.00 each) ("the Prize").

The Prize must be accepted as awarded and cannot be transferred, substituted, exchanged, or redeemed for cash.

Selection of Winner

The Winter Driving Safety Alliance will judge the quality of all photographs submitted with the Hashtags, and choose one winner based on perceived quality.

The Winter Driving Safety Alliance will contact the winner via the social media platform the winner used to submit the photograph. If the winner does not respond within five days of the first attempted contact, the Winter Driving Safety Alliance will select another winner based on perceived quality of photograph.

Awarding the Prize is subject to verification of compliance with the Contest rules by the Winter Driving Safety Alliance. All entries in the Contest that are duplicates, incomplete, altered, illegible, mutilated, reproduced, copied, forged, fraudulent, irregular in any way, or otherwise not in compliance with the Contest rules may be void without notice at the sole discretion of the Winter Driving Safety Alliance.

General Rules

The decisions of the Winter Driving Safety Alliance regarding this Contest and its rules are final and binding on all entrants.

The Winter Driving Safety Alliance may cancel, terminate, or suspend the Contest at its sole discretion for any reason, including unauthorized human intervention, fraud, or any other event or occurrence that might corrupt or adversely affect the administration, security, fairness, or operation of the Contest.