

One Life Logan – Contest: Official Rules

How to Enter:

The *One Life Logan* Contest (the “Contest”) begins April 18, 2011, at 12:00 a.m. (MST). To compete in the Contest, you must visit www.dontbeanumber.ca and play the *One Life Logan* game. The winner is the participant who receives the highest score each month, as shown on the *One Life Logan* game leaderboard.

The Contest will run monthly and winner selection will take place monthly. The first Contest period starts April 18, 2011, 12:00 a.m. (MST), and ends 11:59 p.m. (MST) April 30, 2011. All further Contest periods will start on the first day of each month, at 12:00 a.m. (MST), and end on the last day of the same month at 11:59 p.m. (MST). The leaderboard resets monthly, following winner selection. Each monthly winner will receive a *Don't Be a Number* gift pack.

To qualify for a prize, each participant must provide their name, email address, and age at the end of each game play. The WSCC will contact prize winners using their individual email address. The WSCC uses Canada Post regular parcel service to send prizes.

NO PURCHASE NECESSARY

Contest Rules:

The Contest is open to all residents of the Northwest Territories and Nunavut between the ages of thirteen (13) and twenty-five (25) at the time of entry. The WSCC may require participants to demonstrate proof of age and residency.

WSCC employees and their immediate families are not eligible to win prizes. They may play *One Life Logan* without eligibility for a prize award.

Prizes are not cash redeemable and winners must accept the prize(s) as awarded.

By entering the Contest, and providing a valid contact name, email address, and age, participants consent to the WSCC using their first name, without compensation, in any promotion, publicity, or advertising. This includes, but is not limited to, print and broadcast in all media, including the Internet. Participants waive all associated rights with respect to print, broadcast, and other forms of publicity.

Further, and without limiting the foregoing, by participating in the Contest, and providing a valid contact name, email address, and age, participants give the WSCC the right, but not the obligation, to post their first name on the dontbeanumber.ca website and the *Don't Be a Number* Facebook page. Participants understand their names will appear on the *One Life Logan* game

leaderboard. Participants have the option to share scores with their Facebook friends. Facebook rules and privacy settings apply.

This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. The information you provide is for the *Don't be a Number* campaign, administered by the WSCC, not Facebook. The information you provide will only be used for the purposes of promoting and administering the Contest.

Participants release and hold harmless the WSCC, its employees, promotional agencies, and each of their respective directors, successors, partners, officers, agents, employees, advisors, assignees, and all others associated with the development and execution of the Contest from any liability whatsoever arising out of their participation in the Contest, without limitation of the foregoing.

Without limitation, the WSCC, its advertising and promotion agencies, and the Contest administrators are not liable for any failure of the *Don't Be a Number* website or the *One Life Logan* game and technology during the Contest that prevents participation in the Contest, or the WSCC from receiving any score or participant contact information. This includes any technical malfunction or other problems related to telephone networks or lines, computer online systems, servers, access providers, computer equipment or software; technical problems or Internet traffic congestion; or any combination of the above. The WSCC is not responsible for any technical problems resulting in late, lost, misdirected, delayed, or illegible entries, or the collection of scores or participants' contact information.

The WSCC reserves its right to withdraw, amend, suspend, or cancel this Contest in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, accident, printing, administrative or other error of any kind, or for any other reason, without prior notice or obligation to entrants.

The WSCC will communicate with participants using the correspondence input forms on www.dontbeanumber.ca, and through the *Don't Be a Number* Facebook page. The WSCC will only correspond with the Contest winners regarding prizes. Communication will take place in the form of email, from the *Don't Be a Number* program administrator. The WSCC may, in its discretion, contact other participants. Participants can choose to receive automatic email notification of the monthly leaderboard reset. The WSCC is under no obligation to respond to any or all inquiries.

The *One Life Logan* character, Logan, will represent the WSCC in any other communications taking place on, and resulting from, the *Don't Be a Number* Facebook page.

The Contest administrators' decisions with respect to all aspects of this Contest are final and binding on all participants. The Contest is subject to all applicable federal, territorial, and municipal laws and regulations.

By participating in the Contest, participants agree to the Contest rules, including all conditions stated herein. Participants hold the WSCC harmless for an entrant's non-compliance with any of the Contest rules.

Prizes:

One (1) *Don't Be a Number* gift pack for the highest monthly score on the *One Life Logan* leaderboard.

The gift pack consists of *Don't Be a Number* promotional merchandise. Prizes may, but not necessarily, include any combination of a t-shirt, metal water bottle, hoodie notebook, cordster, shoelaces, lip balm, locker mirror, or any other prizes determined appropriate by the WSCC.

Winners must accept prizes as awarded. Prizes are not transferable and have no cash value. The WSCC reserves the right to substitute a prize or a prize component with one of equal or greater value.

The WSCC will remove a forfeited prize from the Contest, and not redraw for it, unless the WSCC, in its sole discretion, decides to redraw.

The odds of winning depend on the total number of eligible monthly participants.

High Score/Point Allocation:

The winner is the participant who receives the highest score each month, as displayed on the *One Life Logan* game leaderboard. The length of time the character remains in play and the amount of personal protective equipment the participant collects determine participants' final scores.

Winner Selection:

The WSCC will select the monthly winner of the *Don't Be a Number* gift pack, as determined by highest monthly score on the *One Life Logan* game leaderboard.

The WSCC notifies the winning participant using the contact information provided at the completion of *One Life Logan* game play. The winning participant must respond to the WSCC's email notification within seventy-two (72) hours. If the participant does not respond within this time frame, the participant will not receive a prize. A new draw for the selection of a new participant may occur. The WSCC is not responsible if, for any reason whatsoever, selected participants fail to receive their notification or if the WSCC fails to receive a notification response from selected participants.