

## COMPETITION RULES

### *Live Right Now Capital of Canada*

from 12:01 am EDT on January 13, 2011 to 11:59pm EDT on March 18, 2012

(“Competition Period”)

### **Is your Community the Live Right Now Capital of Canada 2012?**

From Liverpool, Nova Scotia to Trois Rivieres, Quebec to Vancouver, British Columbia - communities exist all over this country with amazing dedication to healthy living. Which one has what it takes to be the Live Right Now Capital of Canada? The Canadian Broadcasting Corporation (“**CBC**”) offers the unique and exciting Live Right Now competition (the “**Competition**”), designed to find out which Canadian community stands above all the others in “Living Right Now”.

The grand prize winning community (the “**Grand Prize Winning Community**”) will win a legacy prize to help that community continue to Live Right Now, including a community celebration and/or the revitalization of a natural space. The Grand Prize Winning Community will be featured on both a CBC television broadcast of Steven and Chris and a Radio Canada broadcast of C’est ça la vie – on April 13, 2012!

See full details under Grand Prize below.

### **1. ELIGIBILITY**

All Canadian residents who are 13 years of age or older and who are members of Facebook are eligible to participate in the Competition. Anyone who is a minor in their province or territory of residence must have the consent of a parent or guardian to participate. Where appropriate, the term “participant” shall mean parent or guardian of that person.

Any community in Canada that has at least 1,000 residents, as defined by Statistics Canada, is eligible to compete to be the Live Right Now Capital of Canada.

### **2. HOW TO ENTER AND PARTICIPATE**

#### *Selecting a Community*

To get started, eligible individuals must visit [www.liverightnow.ca](http://www.liverightnow.ca) or [www.radio-canada.ca/vivezmieux](http://www.radio-canada.ca/vivezmieux) (the “**Websites**”) and click “Connect With Facebook” to join the embedded online application that integrates with Facebook (the “**Application**”). Once

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registered, participants can then select the community of their choice from the drop-down list. Participants can choose any eligible community; once a community is chosen, it cannot be changed.

### Earning Points

Individuals who have joined up using the Application will be able to earn points for their selected community. Individuals who have not signed up with the Application will have access to the content on the Websites and may participate in community events and join groups, but will not earn points for organizing events, creating groups or taking challenges.

Points will be awarded through completion of a series of online challenges and social media activities which demonstrate that a community embodies the spirit of the Competition in four primary categories: family, community, food and physical activity.

For points to be awarded, all activities must be logged on Facebook through Facebook Groups and Events under the “public” setting and tagged as “LRN” or “VM”. Points will be automatically applied to the participant’s selected community by the Application.

All activities must be completed and points awarded by 11:59:59 on March 18, 2012 – the end of the Competition Period.

Points can be earned through activities like:

- Creating a Live Right Now group
- Planning community events via Facebook (eg. a running club)
- Uploading photos/videos/success stories about completed events
- Sharing on Facebook or Twitter
- Liking/sharing of photos/videos/ success stories
- Participating in online community dialogue
- Taking challenges
- Clicking on an article within the Application

Activities or events that are more difficult will have a bigger value than activities that can be done with little effort. As an example, uploading pictures from an event would earn 25 points, while inviting friends to an event would earn 10 points per accepted invite; and commenting on a group wall or event would be just 1 point.

Point Capping: Individuals will have a maximum number of points they can earn per day. Certain activities that could be easily gamed, like sharing/liking articles and taking Live Right Now challenges, will be capped to enforce the value of real-world activity. See Section 5 – GAMING below.

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Exactly what activities and challenges will earn points, how many and any caps in effect, will be set out on the Websites during the Competition Period and outlined by CBC through communication with registered participants (such as email newsletters and Facebook and Twitter communication).

*Bonus Points:*

Each month during the Competition Period, 500 “spirit points” will be up for grabs for the community that most embodies the spirit of the initiative. On January 31<sup>st</sup>, February 29<sup>th</sup> and March 19<sup>th</sup>, the points will be issued to one community, chosen by CBC in its sole discretion, based on the following criteria:

1. Originality of an idea to encourage Living Right Now;
2. Exceptional Live Right Now spirit; and
3. Illustrated evidence (through the Application, email or regular mail) of the effort made to engage their community.

(the “**Judging Criteria**”)

*General:*

Any photographs, images or drawings, videos, audio or written submissions, including success stories, event descriptions and answers to challenges, that are uploaded onto Facebook and marked as “public” (“**Submissions**”) shall be deemed to be Submissions under CBC.ca’s Terms of Use (<http://www.cbc.ca/aboutcbc/discover/termsfuse.html>), and may be used by CBC in any and all media (including without limitation TV and the internet).

CBC is not liable for the failure of any participant or activity to earn points for any reason including without limitation Submissions which are incomplete, late, delayed due to technological problems, mistagged or not marked “public”, or activities or Submissions which do not meet criteria for points, as determined by CBC in its sole discretion. Any Submissions or Live Right Now events or challenges deemed inappropriate by CBC or not suitable for a family audience will be disqualified at the sole discretion of CBC.

CBC will monitor activity for gaming behavior and may disqualify points or participants as set out in more detail under Section 5 below.

### **3. PROCEDURE FOR AWARDING PRIZES**

*Top 13 Semi-Finalists*

At the end of the Competition Period, the community that has accumulated the most points in each province and territory (the “**Top 13**”) will earn a spot in the finals.

In the event of tie between two or more communities in the same province or territory, a judging panel, composed of 1 representative from each of CBC, the LRN Advisory Board

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and the LRN Ambassador (“**Judging Panel**”), will review the tied entries and select one as the finalist for that province or territory based on the Judging Criteria set forth above.

The Top 13 will be announced on the Websites on March 19<sup>th</sup>, 2012.

The LRN Advisory Board is composed of nine national not-for-profit organizations working in the area of health and healthy living who are advising CBC on the Live Right Now initiative.

The LRN Ambassador is an individual who is an expert in the area of health and healthy living who will be assisting CBC with the initiative and its promotion and will be announced on the Websites by the end of the Competition Period.

### Grand Prize Winning Community

From March 19, 2012 to April 1, 2012, the Top 13 communities will be asked to organize and host a final community event (the “**Event**”) that demonstrates the community is the Live Right Now Capital of Canada.

Each Top 13 community can design and organize its own Event, at a date and time it chooses, provided the Event must be held between March 19 and April 1, 2012 and must meet the following criteria:

- encourage people to eat better and move more;
- encourage wide-spread Community participation; and
- demonstrate the community’s overall passion and enthusiasm.

Upon completion of all the Events by the Top 13 Communities, the Judging Panel as set forth above will choose the Grand Prize Winning Community based on:

1. the number of points the community accumulated during the competition phase;
2. how well the community met the criteria for the Event; and
3. the community’s overall enthusiasm and commitment to Living Right Now

The community leader(s) from three of the Top 13 communities will be contacted by telephone or email on or about April 6 and invited to take part in the taping of an episode of *Steven and Chris* (the “Show”) on April 11, 2012. The Grand Prize Winning Community - one of the three participating - will be revealed on (the “Show”) both the *Steven and Chris* and *C’est ca la vie* April 13.

## **4. DESCRIPTION OF PRIZE**

The Grand Prize Winning Community will receive the title of “Live Right Now Capital of Canada” and will be featured on CBC during the reveal, which will be broadcast April

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13, 2012 on both *Steven and Chris* (English network) and *C'est ça la vie* (French network).

In addition, the Grand Prize Winning Community will win a community celebration (to be held at a date, time and location to be chosen by the community in consultation with CBC), and a Bienenstock natural playground for their community. The prize will have a total value of at least \$100,000.

A municipal official from the Grand Prize Winning Community and owner and/or operator of any site where Grand Prize will be located or activity will be held, if applicable, will be required to sign release form(s) and other appropriate documentation to receive the Grand Prize.

## **5. GAMING SAFEGUARDS**

CBC will monitor the database for exception activities (users that have done many activities in short periods, or users than have done many more activities than other users), pull a list of these users and review the activity. In some cases participants will be contacted directly. If CBC cannot substantiate or explain the exception activities such accounts will be disabled or penalized in the sole discretion of CBC.

Points will be capped at a maximum number of points per day per IP address.

A 'report abuse' button will be available in the Application to allow users to report activities they think are suspicious. Any reported activities will be examined by CBC.

Communities that are leading will be monitored by CBC on a regular basis. If the leaders' activities cannot be verified, they will be contacted. If they can't provide sufficient proof of the validity of their activities, points may be disqualified in the sole discretion of CBC.

## **6. GENERAL RULES**

6.1 It is a condition of entry and participation in the Competition that all participants agree to and abide by these Competition Rules.

6.2 CBC reserves the right to change the structure, process, timing, duration or any other aspect of the Competition including these Competition Rules at any time in its discretion without liability. Additionally, CBC reserves the right to suspend, cancel or postpone the reveal on CBC in their sole discretion.

6.3 If the whole or any part of the Grand Prize is cancelled or cannot be awarded as described, the Grand Prize Winning Community agrees to accept an alternative prize of equal or greater value in and as full satisfaction of the Grand Prize in its entirety, and participants and Grand Prize Winning Communities shall have no claim against CBC, the LRN Advisory Board, the LRN Ambassador, Loblaws Inc., their affiliated companies, or any of their directors, officers, employees or agents (together, the

“Competition Parties”) or any other person in respect of the cancelled portion of the Grand Prize.

6.4 The Competition is in no way sponsored, endorsed or administered by, or associated with, Facebook. By entering the Competition, all participants release Facebook from any liability in connection with the Competition.

6.5 The Grand Prize must be accepted “as is” and may not be exchanged for an amount of money, auctioned, bartered, sold or transferred and is non-refundable. No substitutions will be allowed. Refusal to accept the Grand Prize releases the Competition Parties from all responsibility and obligations toward the Grand Prize Winning Community and any participant.

6.6 As part of the contribution to the Competition, CBC may request participants to participate, free of charge, in any activity relating to the Competition including without limitation recordings and participation in interviews, appearances, promotional and publicity activities and in connection with the foregoing may provide participants names and contact information to third party press and media agencies.

6.7 CBC reserves the right to consult with the Judging Panel in the matter of the selection of the Top 13 Semi Finalists and/or the Grand Prize Winning Community; however, the decisions of the Judging Panel are in its sole discretion and are final. Where the integrity of the community points system is compromised or is otherwise not functioning, as determined by CBC in its sole discretion, CBC and/or the Judging Panel reserve the right to make all final decisions in relation to the Competition and the Grand Prize Winning Community.

6.8 Each participant in the Competition agrees that, to the extent permitted by law, CBC and its agents are granted a non-exclusive license to use, exploit, edit, extract and distribute the participant’s name, likeness, image, voice and any Submissions of such participant in any media, now known or hereafter created, including without limitation the Internet, worldwide in perpetuity without any further consent or compensation, and waives any moral rights in such Submissions. Further, by participating in the Competition, each participant represents and warrants that any individual who is shown, included or described in a Submission made by such participant (each an "Other Individual," and collectively, the “Other Individuals”) has, as of the date of such Submission, agreed that CBC and its agents can use, exploit, and distribute in any media now known or hereafter created, including without limitation the Internet, worldwide in perpetuity, such Other Individual’s name, likeness, image, voice and comments without any further consent or compensation.

6.9 All information requested by and supplied by participants must be truthful, accurate, and in no way misleading. CBC reserves the right to disqualify any points, participants or communities from the Competition, in their discretion, should they determine that any participant or community has supplied untruthful, inaccurate, or misleading information or engaged in gaming behavior as set forth in Section 5 of these Competition Rules.

6.10 The Competition Parties shall not be liable for any losses, delays, mistaken addresses, typographical errors, errors on printed or electronic material, technical, computer or telephone malfunctions, loss or theft of computer data, damage to software or computer equipment, fraudulent calls or any other mistake. Any attempt by a participant to deliberately damage the Websites or undermine the legitimate operation of the Competition, including but not limited to any fraudulent claims, may be a violation of criminal and civil laws. If such an attempt is made, CBC reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution.

6.11 Under no circumstances, including negligence, shall the Competition Parties be liable for any loss or damages, including direct, indirect, incidental, special, consequential or punitive damages, arising from or related to the Competition. Without limiting the foregoing, the Competition Parties shall not be liable for:

- a) personal injury, death, property damage, breach of privacy or other loss or damage of any kind, arising from the organization of or participation in any activity, challenge or event relating to the Competition, including the Event; the inability of any person or community to participate in the Competition or any element thereof; or the awarding or use of the Grand Prize;
- b) the use of or inability to use the Websites, including without limitation, damages to any person's electronic equipment resulting from an attempt to either participate in the Competition or download or upload any information in connection with participating in the Competition or use of the Websites; or
- c) any inability to act resulting from an event or situation unforeseeable or beyond their control, including but not limited to force majeure, a strike, lockout or any other labour dispute at their location or the locations of the businesses whose services are used to administer this Competition or provide the Grand Prize.

6.12 Any Submissions or other materials used in this Competition that have been tampered with, altered, reproduced, not legitimately obtained, or which contain or reflect any error will be void. Without limiting the generality of the foregoing, CBC reserves the right to cancel or suspend this Competition for any reason including fraud, technical failures, any network server or hardware failure, viruses, bugs, errors in programming, or any other errors or other causes beyond the control of CBC that may corrupt the administration, security, or proper execution of the Competition.

6.13 In the event of any dispute concerning the operation of any element of the Competition or these Competition Rules, the decision of CBC, or the Judging Panel where applicable, will be final and binding.

#### Competition Rules

These Competition Rules are available on the Websites. Any questions about the Competition can be answered by emailing [LiveRightNow@cbc.ca](mailto:LiveRightNow@cbc.ca)

#### Privacy

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All participants who sign up to use the Application will share their name, email and other Facebook profile information with CBC , who will use such information solely to administer the Competition. CBC may provide participants' names and contact information to media and PR agencies to arrange publicity and promotion for the Competition but will not supply personal information to any other third party. All Submissions made by participants for points for the Competition will be uploaded on Facebook and will be subject to Facebook's Terms and Conditions. Submissions will also be subject to CBC.ca's terms and conditions for user generated content which can be found at <http://www.cbc.ca/aboutcbc/discover/submissions.html>