

CONTEST

CONTEST RULES AND REGULATIONS

Canada's Next Great Prime Minister Live Debate Contest

from March 18th, 2009 at 6:30 p.m. ET to March 19th, 2009 at 12:00 a.m. ET

1. TO ENTER

To enter the *Canada's Next Great Prime Minister Live Debate Contest*, you must participate by way of leaving a text comment in the live online chat held on the official *Canada's Next Great Prime Minister* website at cbc.ca/nextprimeminister on the night that the *Canada's Next Great Prime Minister* TV show airs. The show airs Wednesday March 18th, 2009 at 8:00 p.m. local time on CBC Television. The chat will remain open from the time that the show begins in Atlantic provinces (6:30 p.m. ET) until its conclusion in the Pacific time zone (12:00 a.m. ET).

All texts submitted to the online chat must be composed by and be the original work of the contestant, and must not violate the rights of any third party. By submitting an entry, contestants assign all rights and waive any moral rights they may have in their texts. Contestants acknowledge that CBC may publish this text in whole or in part, on any medium (radio, television, Internet or other). By participating in the online chat, you expressly agree to assign these rights to CBC.

No purchase required.

2. ELIGIBILITY

Contest is open to all Canadian residents. Employees of CBC, Magna International, The Dominion Institute and The Canada-U.S. Fulbright Program, and their affiliates, as well as their immediate family (father/mother, brother/sister, son/daughter) or persons living under the same roof are not eligible to enter this contest.

3. PROCEDURE FOR AWARDING PRIZES

During the chat on March 18th/19th, 2009, **ten** chat participants will be randomly selected by a CBC employee to win a prize. The CBC employee will directly message the participant in the channel, notifying them that they have won, and asking them to respond with their contact information including: full name, Canadian mailing address, email address and phone number. Participants have 20 minutes to reply with their information. If a participant does not respond with that information within the specified time, they forfeit their prize and CBC staff will pick a new winner.

Participants must be in the live chat to be awarded a prize. Only people who have contributed a comment in the live chat are eligible to win. Note that all comments are

pre-moderated by CBC staff. Participants who have submitted a comment are eligible to win whether or not their comment is approved for publication by CBC moderation staff..

4. DESCRIPTION OF PRIZE(S)

We will be giving away ten (10) Canada's Next Great Prime Minister gift bags, which contain:

- A copy of the book *Grown Up Digital: How the Net Generation is Changing Your World* by Don Tapscott.
- Canada's Next Great Prime Minister branded book light.
- Canada's Next Great Prime Minister branded travel mug.
- Canada's Next Great Prime Minister branded water bottle.
- The gift bag itself is a reusable shopping bag branded with the Canada's Next Great Prime Minister wordmark.

Each gift bag is worth approximately \$35 Canadian dollars.

Total value of all prizes is approximately \$350 Canadian dollars.

5. GENERAL RULES

5.1 To be declared a winner, the contestant must first correctly answer a mathematical skill-testing question.

5.2 Winners, as well as the people accompanying them, or their parents or guardians if the winners and/or the people accompanying them are minors, shall agree, if necessary, to have their name and/or picture, including their photograph, and/or their voices used for advertising purposes related to this contest, free of charge.

5.3 Winners, or their parents or guardians if they are minors, shall sign a document attesting to their eligibility as stipulated in paragraph 2 of these rules and releasing CBC, Magna International, The Dominion Institute and The Canada-U.S. Fulbright Program, their affiliates, as well as their respective directors, officers and employees, from all liability for any damage or loss arising from participation in this contest or from the awarding, acceptance or use of the prize.

5.4 The prize shall be accepted as is and may not be exchanged for an amount of money, nor sold nor transferred. No substitutions will be allowed.

5.5 If the prize cannot be awarded as described in these rules, CBC, Magna International, The Dominion Institute and The Canada-U.S. Fulbright Program, their affiliates, as well as their respective directors, officers and employees, reserve the right to substitute a prize or prize component with another of comparable value.

5.6 Refusal to accept the prize releases CBC, Magna International, The Dominion Institute and The Canada-U.S. Fulbright Program, their affiliates, as well as their respective directors, officers and employees, of any obligation toward the winner.

5.7 Should winners make any false statement, they shall be automatically disqualified from the contest.

5.8 CBC, Magna International, The Dominion Institute and The Canada-U.S. Fulbright Program, their affiliates, as well as their respective directors, officers and employees, shall assume no liability resulting from losses, delays, mistaken addresses on mail or e-mail received, typographical errors, technical, computer or telephone malfunctions, loss or theft of computer or telephone data, damage to software or computer equipment, fraudulent calls or any other mistake.

5.9 CBC, Magna International, The Dominion Institute and The Canada-U.S. Fulbright Program, their affiliates, as well as their respective directors, officers and employees, shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation beyond their control, including a strike, lockout or any other labour dispute at their location or the locations of the organizations and businesses whose services are used to hold this contest

5.10 All personal information, such as your name, address, telephone number, e-mail address and is collected solely for the purposes of administering this contest and shall not be used for any other purpose without your consent. By providing this information, you consent to it being used for the stated purposes.

5.11 By entering, contestants agree to abide by the contest rules, which shall be applied by the CBC. All its decisions are final.

5.12 Contest rules are available at cbc.ca/nextprimeminister.

March 18, 2008

CANADIAN BROADCASTING CORPORATION