

## 50 wishes of wellness

# Giveaway Rules

### 50 Wishes of Wellness Giveaway Rules

BY PARTICIPATING IN THIS GIVEAWAY, YOU INDICATE YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE BOUND BY, THESE GIVEAWAY RULES (THE “**RULES**”). NO PURCHASE IS NECESSARY. SEE BELOW FOR FULL GIVEAWAY DETAILS.

#### Eligibility

1. The 50 Wishes of Wellness Giveaway (the “**Giveaway**”) sponsored by United Health Services Corporation (operating as Manitoba Blue Cross) (“**MBC**”) is open to all individuals who are legal residents of Manitoba and aged 18 and older at the date of entry to the Giveaway (“**Eligible Entrants**”).
2. The following are not Eligible Entrants for the purposes of the Giveaway:
  - I. MBC employees (including current and past employees)
  - II. MBC employees’ immediate families (meaning spouse or partner, mother, father, brother, sister, son or daughter, whether or not they reside in the same household)
3. MBC has the right to require proof of eligibility from any individual who enters the Giveaway. Failure to provide such proof may result in disqualification from the Giveaway.

#### Giveaway Period

4. The Giveaway begins on July 17 at 9:00 A.M. Central Time and ends on September 5 at 11:59 P.M. Central Time (the “**Giveaway Period**”).

#### Giveaway Prize

5. There will be fifty (50) individual prizes of CAD\$1,000 (one thousand Canadian dollars) (the “**Giveaway Prizes**”).
6. The Giveaway Prizes will be awarded to the fifty (50) Eligible Entrants under whose name the Wishes (see below) were submitted (“**Prize Winners**”) and will not be awarded to anyone other than the Prize Winners.

#### How to Enter the Giveaway

7. The odds of winning depend on the number of eligible entries received.
8. To enter the Giveaway, Eligible Entrants must complete the following steps:
  - Follow @mbbluecross on Instagram
  - Share a short video/reel on your feed of your wellness wish – explain how you would use \$1,000 toward a wellness initiative that helps you, a friend or your community. You must tag @mbbluecross or use #50DaysOfWellnessMBC to be entered.
9. All Proposals must be received by MBC within the Giveaway Period. If a Wish is received by MBC outside of the Giveaway Period, it will be rejected.

## Giveaway Assessment

10. Wishes that have been received by MBC within the Giveaway Period will be subject to an initial judging by MBC representatives and only those Wishes that are eligible based on the Giveaway requirements will be approved to enter. The 50 Prize Winners will be selected by random draw. The wishes will be assessed based on meeting the following requirements:

- Supports **personal** or **community** wellness
- Benefits someone deserving **in the entrant's life**
- Funds can **reasonably be used** as described by entrant **within three months** of receipt to achieve wish
- Funds alone can **achieve entrant's wish** as described and are not forming a small contribution towards a much larger amount required to achieve wish

## General Rules

11. All Giveaway entries must be received during the Giveaway Period. MBC does not assume any responsibility whatsoever for any late, lost, damaged, destroyed, misidentified, illegible, incomplete or misdirected entries. Further, MBC does not assume any responsibility whatsoever for any computer errors or malfunctions, or for any other problems occurring in connection with participation in the Giveaway.

12. A Prize Winner shall not use the Giveaway Prize for any purpose other than to meet the aims and objectives as identified in a winning Wish, or otherwise in furtherance of a winning Wish.

13. MBC will not be held responsible for any damage whatsoever caused to participants, to their IT equipment and their data stored thereon as well as for any consequences that may arise therefrom on the results of the participants in the context of their personal or professional activities. Participants must take appropriate steps to protect their own data and software stored on their IT equipment against any form of hacking. Submitting a Wish and participation in this Giveaway is carried out under the sole responsibility of the entrants.

14. The Prize Winners will be notified by direct message on Instagram. To be confirmed as a Prize Winner, an individual must, within three (3) business days of having been notified:

- I. Confirm compliance with these Rules;
- II. Accept the Giveaway Prize;
- III. Correctly respond to a mathematical skill-testing question; and
- IV. Complete and sign a declaration of release and eligibility in the form that is available by provided link.

15. Failure of a Prize Winner to comply with these Rules (or refusal by a Prize Winner to accept the Giveaway Prize) releases and discharges MBC from any and all obligations in relation to the Giveaway Prize and the Prize Winner, and MBC has the right to treat the Giveaway Prize as having been forfeited. MBC, at its sole discretion, may select an alternative Prize Winner in such circumstances. To avoid doubt, if a Prize Winner fails to comply with Paragraph 10 above, that individual will have no recourse towards MBC or anyone involved in the Giveaway.

16. All decisions of MBC in relation to (but not limited to) the eligibility of Giveaway entrants, the selection of the Prize Winners, and the availability of the Giveaway Prizes, shall be final and shall be made in the sole discretion of MBC.

17. All Wishes must be in 'good taste' and must not be obscene, profane, or derogatory towards any ethnicity, race, gender, sexual orientation, religion, or age group. Furthermore, Wishes that promote activities that may be unsafe or dangerous, as determined by MBC in its absolute discretion, will be rejected.

18. All Wishes must be the original creation of the Eligible Entrant. When submitting a Wish, entrants will be asked to confirm that the Wish does not violate any rights of third parties, including copyright, trademark and any other intellectual property rights. If a Prize Winner is later found to have infringed any third-party rights, the Prize Winner will return the Giveaway Prize.

19. MBC reserves the right to change these Giveaway Rules and / or terminate, modify, suspend or withdraw the Giveaway (or any aspect thereof), in whole or in part, at any time without notice for any reason, without liability, in its sole discretion. MBC reserves the right to amend these Giveaway Rules at any time without notice in its sole discretion.

20. In the event of a dispute, the Eligible Entrant (i.e. the individual who is deemed to have submitted the Wish) will be the authorized account holder of the email address used to submit the Wish.

21. The Giveaway is subject to all applicable laws, and shall be governed by the laws of the Province of Manitoba and the federal laws of Canada as applicable. The Prize Winners are responsible for all federal, provincial, and municipal taxes.

### **Personal Information, Publicity & Image Rights**

22. All entrants (whether Eligible Entrants or not) who submit a Wish (whether complete or not) consent to the use of their personal information for the purposes described at Paragraph 23 below.

23. By entering the Giveaway, all entrants consent to the collection, use and disclosure of their personal information by MBC for the purposes of administering the Giveaway and for any purpose required or permitted by law. MBC may, from time to time, use the personal information of an entrant to (1) contact entrants directly regarding the Giveaway, (2) use name, city, image and voice in publicity / advertising without further compensation. Please see the Manitoba Blue Cross Privacy Code for additional information.

24. All entrants expressly agree to the free usage and publication of information collected in accordance with Paragraph 23 above, or any other information collected by MBC in the course of the Giveaway, on any media and for any advertising or promotional campaign related to this contest.

### **Intellectual Property Rights**

25. All intellectual property rights in all Wishes and other submissions shall remain with the Eligible Entrant under whose name the Wish was submitted.