

# The Colour of Caring Healthy Community Challenge – Challenge Rules

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

## **Eligibility**

1. The Colour of Caring Healthy Community Challenge (the “**Challenge**”) 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 Challenge and all Manitoba-based organizations (“**Eligible Entrants**”).
2. The following are not Eligible Entrants for the purposes of the Challenge:
  - 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)
  - III. MBC partner and affiliate organizations
3. MBC has the right to require proof of eligibility from any individual or organization who enters the Challenge. Failure to provide such proof may result in disqualification from the Challenge.

## **Challenge Period**

4. The Challenge begins on Wednesday August 3, 2022 at 12:01 AM. Central Time and ends on Wednesday September 14, 2022 at 11:59 PM Central Time (the “**Challenge Period**”).

## **Challenge Prize**

5. There will be one (1) prize only of CAD\$25,000 (twenty-five thousand Canadian dollars) (the “**Challenge Prize**”).
6. The Challenge Prize will be awarded to the Eligible Entrant under whose name the Proposal (see below) was submitted (the “**Prize Winner**”) and will not be awarded to anyone other than the Prize Winner.
7. In the event of a tie, the Challenge Prize could be awarded proportionately between the Prize Winners.

## How to Enter the Challenge


8. The odds of winning depend on the number of eligible entries received.
9. To enter the Challenge, Eligible Entrants must submit a written proposal using the online submission form available at [mb.bluecross.ca/communitychallenge](http://mb.bluecross.ca/communitychallenge) (the “**Proposal**”). All parts of the standard submission document must be completed as indicated on that document. If all necessary parts of the standard submission document are not completed, a Proposal will be rejected.
10. All Proposals must be received by MBC within the Challenge Period. If a Proposal is received by MBC outside of the Challenge Period, it will be rejected.

## Challenge Assessment

11. Proposals that have been received by MBC within the Challenge Period will be subject to an initial judging and one public vote, as detailed at **Appendix 1 – Challenge Assessment**.


## General Rules

12. All Challenge entries must be received during the Challenge 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 Challenge.
13. The Prize Winner shall not use the Challenge Prize for any purpose other than to meet the aims and objectives as identified in the winning Proposal, or otherwise in furtherance of the winning Proposal. The Prize Winner shall provide such documentary evidence as is acceptable to MBC from time to time at MBC's request.
14. 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 or 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 Proposal and participation in this Challenge is carried out under the sole responsibility of the entrants.
15. The Prize Winner will be notified by phone and/or email. To be confirmed as Prize Winner, the individual must, within three (3) business days of having been notified:
  - I. Confirm compliance with these Rules;
  - II. Accept the Challenge Prize;
  - III. Correctly respond to a mathematical skill-testing question; and
  - IV. Sign and return a declaration of release and eligibility in the form attached to the email.

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16. Failure of the Prize Winner to comply with these Rules (or refusal by the Prize Winner to accept the Challenge Prize) releases and discharges MBC from any and all obligations in relation to the Challenge Prize and the Prize Winner, and MBC has the right to treat the Challenge 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 11 above, that individual will have no recourse towards MBC or anyone involved in the Challenge.
  17. All decisions of MBC in relation to (but not limited to) the eligibility of Challenge entrants, the selection of the Prize Winner, and the availability of the Challenge Prize, shall be final and shall be made in the sole discretion of MBC.
  18. All Proposals 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, Proposals that promote activities that may be unsafe or dangerous, as determined by MBC in its absolute discretion, will be rejected.
  19. All Proposals must be the original creation of the Eligible Entrant. When submitting a Proposal, entrants will be asked to confirm that the Proposal 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 Challenge Prize.
  20. MBC reserves the right to change these Challenge Rules and / or terminate, modify, suspend or withdraw the Challenge (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 Challenge Rules at any time without notice in its sole discretion.
  21. In the event of a dispute, the Eligible Entrant (i.e. the individual who is deemed to have submitted the Proposal) will be the authorized account holder of the email address used to submit the Proposal.
  22. The Challenge 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 Winner is responsible for all federal, provincial, and municipal taxes.

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

23. All entrants (whether Eligible Entrants or not) who submit a Proposal (whether complete or not) consent to the use of their personal information for the purposes described at Paragraph 25 below.
24. By entering the Challenge, all entrants consent to the collection, use and disclosure of their personal information by MBC for the purposes of administering the Challenge 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 Challenge, (2) use name, city, image and voice in publicity / advertising without further compensation. Please see the Manitoba Blue Cross Privacy Code for additional information.

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25. All entrants expressly agree to the free usage and publication of information collected in accordance with Paragraph 25 above, or any other information collected by MBC in the course of the Challenge, on any media and for any advertising or promotional campaign related to this challenge.

### **Intellectual Property Rights**

26. Subject to Paragraph 28 below, all intellectual property rights in all Proposals and other submissions shall remain with the Eligible Entrant under whose name the Proposal was submitted.
27. The Prize Winner unconditionally grants to MBC the first right to build, distribute, license, market or otherwise use the Prize Winner's Proposal, or the concept that primarily or materially forms the Prize Winner's Proposal, or to collaborate with the Prize Winner in relation to the Prize Winner's Proposal, or the concept that primarily or materially forms the Prize Winner's Proposal. To avoid doubt, the Prize Winner will not, except with the prior written consent of MBC, directly or indirectly, take any action to solicit, initiate, encourage or assist the submission of any proposal, negotiation or offer from any other person or entity in relation to (1) the sale of the Prize Winner's Proposal, or (2) any licensing, distribution or similar arrangement relating to the development, use, commercialization or distribution of the Prize Winner's Proposal, or the concept that primarily or materially forms the Prize Winner's Proposal. The Prize Winner shall notify MBC promptly of any inquiries by any third parties in regards to the foregoing.
28. MBC does not provide a guarantee that the parties will execute any license or other similar agreement.

# Appendix 1 – Challenge Assessment

Further to Paragraph 12 of the Rules, the Challenge will be assessed as outlined below.

## **1. Round One – Initial Judging**

The first round of judging will be performed by a panel appointed by MBC including an expert from MBC's Employee Assistance Program. All Proposals submitted within the Challenge Period will be reviewed. By October 12, 2022, a shortlist will be selected to proceed to the next stage. The criteria by which Proposals will be assessed are evenly weighted (out of 10) and include the following:

- I. potential impact (/10)
- II. practicality (/10)
- III. innovation (/10)
- IV. scope (/10)
- V. communication (/10)
- VI. budget (/10)

## **2. Round Two – Public Vote**

The second round will involve the shortlisted Proposals being voted on by the general public. Voting is open to the general public and is entirely independent of MBC. Voting will close at 11:59 p.m. on November 2, 2022.

