



Official Rules

Breakfast for Learning Facebook Contest

OFFICIAL CONTEST RULES

NO PURCHASE, CONTRIBUTION OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED.

CONSUMER DISCLOSURE: You have not yet won.

By entering this Contest (as defined below), participants accept and agree to be bound by these Official Rules. Any violation of these rules may, at Breakfast for Learning's ("BREAKFAST FOR LEARNING") discretion, result in disqualification. All decisions of BREAKFAST FOR LEARNING regarding this Contest are final and binding in all respects.

1. ENTRY PERIOD: Breakfast for Learning Facebook Contest (this "Contest") begins at 12:00:01 am Eastern Time ("EST") on February 29th, 2016 and ends at 11:59:59 AM EST on March 9th, 2016 (the "Contest Period").

2. ELIGIBILITY: This Contest is open only to legal residents of all provinces and territories of Canada (collectively, the "Eligibility Area") who are 18 years of age or older, and currently reside in (and are physically located in) the Eligibility Area at the time of entry ("Participants"). Only individuals may enter; no entry from any corporation or other entity shall be accepted. This Contest is VOID outside of the Eligibility Area and where otherwise taxed, prohibited or restricted. Employees, directors, agents and suppliers of Breakfast for Learning, and their affiliates, subsidiaries, advertising, promotion, fulfillment, marketing agencies, public relation firms, consultants and contractors, their immediate families (defined as spouse, child, sibling, parent, grandparent, step-parent, step-children and step-siblings) and those living in their same households are ineligible to participate in this Contest. By participating in this Contest, each Participant, (a) accepts the terms and conditions stated in these Official Rules, (b) agrees to be bound by these Official Rules



and by the decisions of Breakfast for Learning, which are final and binding in all respects, (c) warrants that he/she is eligible to participate in this Contest, and (d) agrees to receive additional marketing communications from Breakfast for Learning, which the Participant may opt-out of at any time.

3. HOW TO ENTER: No purchase necessary to enter or win. Visit www.breakfastforlearning.ca, or visit the Breakfast for Learning™ Facebook page at www.facebook.com/BreakfastforLearning during the Contest Period and follow the instructions to complete and submit all required registration information in order to receive an entry into this Contest (“Entry”). To be eligible as a Participant in this Contest, participants must “like” Breakfast for Learning via Facebook, this like must be classified as a “new” like. Current followers on Breakfast for Learning’s Facebook are eligible to enter the contest by sharing the contest post on their Facebook page. To be eligible as a Participant in this Contest, Entries must be received by 11:59:59 AM EST on March 9th, 2016. All Entry information must be complete to qualify. Entries received by Breakfast for Learning after the end of the Contest Period will not be entered into the contest. Breakfast for Learning shall not be responsible for technical failures in Entry transmission.

4. ODDS OF WINNING: Odds of winning are determined by and depend upon the total number of eligible Entries received.

5. PRIZE: Three (3) Prize Winners will receive one \$100 President’s Choice Gift Card each.

Two (2) of the prize winners will be from “new” likes on Breakfast for Learning’s Facebook page and one (1) prize winner will be from one of Breakfast for Learning’s current followers who has shared the contest post on their personal Facebook page. The prize is not redeemable for cash. The Approximate Retail Value of these prizes is \$300.00 CND (3 gift cards x \$100 CAD). All prize details are at Breakfast for Learning’s sole discretion. Breakfast for Learning will determine all features of prize. BREAKFAST FOR LEARNING SHALL HAVE NO RESPONSIBILITY OR LIABILITY TO A WINNER OR POTENTIAL WINNER WHO IS UNABLE OR UNAVAILABLE TO ACCEPT OR UTILIZE THE PRIZE, IN WHOLE OR IN PART, AS DESCRIBED HEREIN.



PRIZE CONDITIONS & RESTRICTIONS: Potential winner must take delivery of the prize within five (5) calendar days from the date the winner is announced or prize will be forfeited. In addition, if a prize notification is returned as undeliverable, or a potential prize winner is ineligible for any reason whatsoever, or fails to claim the prize, the prize will be forfeited and an alternate potential winner may be selected by random drawing from among the remaining eligible Entries using the criteria set forth herein. The winner will be solely responsible for all federal, provincial and local taxes, and for all costs and expenses associated with acceptance, and/or use of all elements of the prize, in whole or in part, not specified herein, including but not limited to all taxes, fees, insurance, and/or any other expenses associated with acceptance of the prize.

By accepting the prize, the winner waives (a) the right to assert, as a cost of winning said prize, any and all costs of redemption, travel to redeem said prize, or shipping costs; and (b) any and all liability that might arise from redeeming, seeking or using said prize. In the event that the potential winner is unable (for any reason) or chooses not to take delivery of the prize in accordance with these Official Rules, Breakfast for Learning reserve the right not to award the prize.

The prize is not transferable or exchangeable for cash, in whole or in part. The prize may not be combined with any other offer.

6. PRIZE AWARDING; WINNER ANNOUNCEMENT: Winners will be chosen by random draw on or about March 15, 2016, will be notified by private Facebook message on or about March 16th, 2016, and will be announced on or about March 18th, 2016. The prize award is subject to verification and the prize winners' names will be posted on BREAKFAST FOR LEARNING's website, Facebook page and Twitter.

7. WINNER VERIFICATION: The winner is subject to verification by Breakfast for Learning and a participant is not a winner unless their eligibility has been verified by Breakfast for Learning. The winner agrees, as allowed by law, to allow Breakfast for Learning the right to use the potential winner's name, hometown, likenesses, biographical information and prize information for advertising, promotion, and publicity purposes worldwide in



perpetuity in all media, now or hereafter known, without additional compensation, additional prize, incentive, consideration, consent or review. The winner must fulfill all the terms of these Official Rules as a condition to being awarded the prize. Breakfast for Learning expressly reserves the right to delay the announcement of the winner for technical reasons or for any other reason Breakfast for Learning deems necessary.

8. DISQUALIFICATION; DISCLAIMERS: Any software-generated, robotic, programmed, script, macro or other automated online entries or methods is strictly prohibited and will result in disqualification of all such entries. Breakfast for Learning reserves the right in its sole discretion to disqualify any person it finds: (a) to have tampered with the entry process or the operation of this Contest; (b) to be acting in violation of these Official Rules; or (c) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If so disqualified, Breakfast for Learning reserves the right to terminate the person's eligibility to participate in this and future promotions and Contest offered by Breakfast for Learning. Any false information provided by any person concerning his/her identity or mailing address or any non-compliance by a Participant with these Official Rules may result in the immediate disqualification of the Participant from the Contest. ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL OR ENTITY TO DAMAGE THE CONTEST WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, BREAKFAST FOR LEARNING RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL OR ENTITY TO THE FULLEST EXTENT PERMITTED BY LAW.

BREAKFAST FOR LEARNING is not responsible for: (i) any typographical or other errors in the printing of the offer, these Official Rules, or any related advertisements; (ii) errors, whether human, mechanical or electronic, in the administration of the Contest or the announcement of the prize or potential prize winner; (iii) late, lost, illegible, incomplete, stolen, deleted, or misdirected entries due to any reason; or (iv) other error of any kind, whether human, mechanical or electronic. Breakfast for Learning is not responsible or liable for any problems, incompatibility or technical malfunction, failure of any e-mail on account of technical problems or traffic congestion on the Internet or at any web site or



any combination thereof, including without limitation, any injury or damage to any Participant's or any other person's computer related to or resulting from participation in this Contest. Participants acknowledge that Breakfast for Learning has not made, and is not in any manner responsible or liable for, any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to this Contest or the prize, in whole or in part.

In the event any portion of this Contest is not capable of running as planned, including without limitation, due to infection by computer virus, bugs, non-authorized human intervention, fraud, technical failures, insufficient qualified Entries or winners, or any other causes beyond the control of Breakfast for Learning which, in the sole opinion of Breakfast for Learning, corrupt, impair or affect the administration, security, integrity of this Contest, Breakfast for Learning reserves the right in its sole discretion to cancel, suspend, modify or terminate this Contest. Should this Contest be terminated prior to the stated expiration date of the Contest Period, notice will be posted at www.breakfastforlearning.ca and www.facebook.com/BreakfastforLearning. In no event will more prizes be awarded than the one listed above.

9. RELEASE; LIMITATION OF LIABILITY: By participating in this Contest, each Participant releases Breakfast for Learning and their respective officers, directors, employees, affiliates, subsidiaries, marketing partners, advertising, promotion, fulfillment, marketing agencies, public relation firms, consultants and contractors ("Released Parties") from any and all liabilities, claims and actions of any kind whatsoever for injuries, damages or losses to persons (including death) and property which may be sustained in connection with the receipt, ownership, possession, use or misuse of the prize, or arising out of participation in this Contest, or while preparing for, participating in, and/or traveling to and from taking delivery or possession of the prize or any prize-related activity, and each participant agrees to indemnify and hold such parties from the same. The Released Parties expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery, possession and/or subsequent use or misuse of any prize awarded.



10. GOVERNING LAW; DISPUTE RESOLUTION: This Contest is governed by Canadian law and is subject to all applicable national laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Participants and Breakfast for Learning in connection with this Contest, shall be governed by, and construed in accordance with, the laws of the province, without giving effect to the conflict of laws, rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in this Section of these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the courts.

11. NO WAIVER; SEVERABILITY: The failure of Breakfast for Learning to exercise or enforce any right or provision of these Official Rules shall not constitute a waiver of such right or provision. If any part of these Official Rules is held by a court of competent jurisdiction to be invalid or unenforceable, that part will be enforced to the maximum extent permitted by law, and the remainder of these Official Rules will remain fully in force.

12. SPONSOR/ADMINISTRATOR: The sponsor and administrator of this Contest is BREAKFAST FOR LEARNING.

13. FACEBOOK DISCLAIMER: Facebook is in no way associated with this promotion and does not assume responsibility in any aspect of this contest.

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