

TEENS 4 TRANSPLANTS

OFFICIAL CONTEST RULES & REGULATIONS



1. Introduction: The Organ Donation & Transplant Association of Canada (“ODTAC”) is offering an Online Contest (“Contest”) and these are the Contest Rules (“Rules”). Please note that entries are to be submitted by email no later 11:59:59 p.m. Pacific time on **Sunday, January 31, 2010**.

2. Eligibility to participate: The Contest is open to all teenagers that have not yet graduated from high school. The Contest is not open to staff or their relatives who work at ODTAC.

3. Timing: The Contest begins at 12:00:01 a.m. Eastern time on **Thursday, October 1, 2009** and ends at 11:59:59 p.m. Pacific time on **Sunday, January 31, 2010**. The deadline for entering the contest is 11:59:59 p.m. Pacific time on **Sunday, January 31, 2010**.

4. How to Enter:

a). No purchase is necessary to enter the Contest. To enter the Contest you must choose one category (see below) in which you wish to compete.

b). Create your best Public Service Announcement (PSA) that conveys the ODTAC messages (see below). **Note:** Audio & Video PSA entries are limited to 2 minutes in length. ODTAC reserves the right to edit any winning entries to 30 second public service announcements. Credits and titles will not necessarily be part of the final 30 second PSA.

c). Email your entry and attach any file type or include a link to a web page to entries@organdonations.ca on or before **Sunday, January 31, 2010**.

d). If you wish, ask your school to support your entry. Your teacher, principal or guidance counselor simply needs to email an endorsement to entries@organdonations.ca to support your submission. This will make your school eligible for a cash prize of \$2000.

e). A web-page will be set up for you. Once you become a contestant, you can forward the details regarding your web-page to friends, family, school and others who will then be able to vote for your entry and/or make donations to ODTAC by logging on to your page.

Categories:

1. Print (e.g. story, poem, essay)
2. Imagery (e.g. photograph, artwork)
3. Audio (e.g. radio ad, podcast, song) (limited to 2 minutes in length)
4. Video (e.g. YouTube clip) (limited to 2 minutes in length)

Messages to Convey:

5. Sign a donor card
6. Talk to your family about your wishes
7. Talk to your family about their wishes
8. Document this discussion so that everyone remembers when the time comes
9. Get all your friends to do the same

5. Winner selection, prizes and notification:

Schools: One school will be awarded a total of \$2000 cash for the school endorsed entry that is selected as the most creative PSA from schools as determined by the ODTAC panel of judges.

Students: There are three ways a student can win:

1). Student(s) will be awarded \$500 cash for submitting the most popular Public Service Announcement (PSA) in each of 4 categories (as above) as determined by the number of online votes received for each entry (one vote per contestant per voter in each of the 4 categories).

The chances of winning are dependent on the number of contestants and eligible entries received during the Contest period and on the networking and marketing skills of the individual contestants and their supporting school. The Contest will take place under the leadership of ODTAC. ODTAC will maintain an online leaders' board where contestants and others can see who the top competitors/schools are, and what are the total votes on those competitors' pages.

2). The student(s) whose school endorsed entry has been selected as the most creative among the school entries will be awarded \$500 cash as selected by a panel of ODTAC judges.

3). The teen(s) whose entry is chosen as the most effective PSA, as selected by a panel of ODTAC judges will be awarded a Grand Prize of \$1000 cash.

The prizes will be delivered by registered mail to the winners, at the address provided at the time of submission (see entrants requirements). In the case where there are several students working on one project for submission, the students must each submit the

required entry information accordingly (see entrants requirements), listing each participant and clearly stating which of the student(s) will receive the award.

Students must correctly answer, unaided, a mathematical skill testing question to be declared a winner.

Each participating student who has not attained the age of majority in the province or territory in which s/he resides is required to have a parent/guardian sign the completed declaration and release form (see condition 6). Each winner must comply with all terms and conditions set forth in these rules and winning is contingent upon fulfilling all such requirements. If any prize is returned as non-deliverable, the winner will be disqualified and another winner will be selected.

Participants agree to be bound by the Rules and by the decisions of ODTAC, whose decisions are final. The winners' name and the supporting school will be posted on the ODTAC website (www.organdonations.ca) at noon Pacific time on or before **Sunday, February 28, 2010**.

6. Other Terms and Conditions: If, at the time of contest entry, a winner has not attained the age of majority in the province or territory in which s/he resides, a parent or guardian's signature for each participating student will be required on a declaration and release form in order to validate the entry. A parent or guardian's signature will be required to accept the prize on behalf of the winner, if, at the time of entry, a winner has not attained the age of majority in the province or territory in which they reside.

By submitting the signed declaration form and/or by entering qualifying information to the Contest email address, a contestant agrees to the use of his/her personal information to administer, implement and fulfill this Contest and will allow ODTAC to use the winning entry in any other promotions and at the discretion of ODTAC. By accepting the prize, a winner agrees that ODTAC may use the winner(s) name, picture/portrait likeness and /or voice for advertising and promotional purposes without further consideration, unless prohibited by law. ODTAC will not use any personal information thus collected for any purpose not connected to this Contest.

All entries become the property of ODTAC.

Donations are gratefully accepted but total donations received through this contest have no bearing on the winning criteria. The winning school will be selected based on the decision of the ODTAC panel of judges. The winning student(s) will be selected based on the number of online votes received for each entry, the student whose school endorsed entry has been selected by the ODTAC panel of judges and the teen(s) whose entry is chosen as the most effective PSA, as selected by the ODTAC panel of judges.

Questions about the contest and policies can be sent to info@organdonations.ca.

BY ACCEPTING THE PRIZE, A WINNER AGREES THAT ODTAC, ITS

SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THE MEMBERS, OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER, AND WILL BE HELD HARMLESS BY THE WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY.

This Contest is subject to all federal, provincial and municipal laws and regulations. Void where prohibited. Any and all dispute, initiated by either party, will first seek resolution through an arbitration process and will occur exclusively within Ontario jurisdiction. In the event that a dispute cannot be resolved through the arbitration process and where court action is deemed necessary, any such undertakings, initiated by either party, will occur exclusively within Ontario jurisdiction.

Before being awarded a prize, a winner may be required to offer proof deemed sufficient by the Contest judges that the contact information submitted as part of the Contest entry is valid and truthful. The winner and their parent or guardian will be required to sign a declaration and release form stating that s/he has read, understood and complied with these Rules, grants all consents required as contemplated in these Rules, exonerates ODTAC from any and all liability of any kind arising out of the winner's participation in this Contest, receipt and use of the prize, and confirms that, as agreed to by accepting the prize, s/he authorizes ODTAC to use the winner's name, picture/portrait likeness and/or voice, for advertising and promotional purposes without further consideration, unless prohibited by law.

ODTAC is not responsible for lost or damaged prizes and none will be replaced. Prize is nontransferable and must be accepted as awarded. All taxes, fees and surcharges on prizes are the sole responsibility of the winner.

The content and design of the PSA submission is created exclusively by the contestant(s). No copyright or plagiarism is allowed and will disqualify the entry.

ODTAC reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. ODTAC assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. ODTAC is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by ODTAC on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Contest.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, ODTAC RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.