

THE JORDAN'S & RYVITA COMPANY, a division of ABF  
GRAIN PRODUCTS LTD.

## 2015 RYVITA CANADA TIN DESIGN INVITATIONAL STUDENT ART COMPETITION

### COMPETITION RULES AND GUIDELINES

#### 1. WHO IS RYVITA CANADA

The first RYVITA® bakery was established in Birmingham in 1932, it made crispbread using the same principles we use today – the finest British Rye ingredients with no added yeast. In 1940, the RYVITA® Co. Ltd was bought by Rowntree and products were made in different locations in order to over come wartime zoning.

In 1949, after the war, a factory with three continuous baking ovens was commissioned in Poole, Dorset. Also, in 1949, Garfield Weston bought the RYVITA® Company Ltd. This is still the site of the current RYVITA® factory, and Garfield Weston's original company, Associated British Foods, still owns RYVITA® – a consistent relationship with Poole & ABF for over 60 years!

Since establishing Poole & being bought by ABF, RYVITA® has had several further milestones in its history – opening a mill in 1968 to provide all the Rye flour for your favourite RYVITA® Crispbread and expanding into Canada, Sweden and Australia.

#### 2. WHAT IS THE 2015 RYVITA TIN DESIGN INVITATIONAL STUDENT ART COMPETITION?

The Competition is held by The Jordan's & Ryvita Company Ltd. ("Ryvita Canada"). Ryvita Canada's 1<sup>st</sup> Invitational Student Art Competition (the "Competition") offers a unique opportunity for Canada's best young, aspiring student artists to showcase their talent and design the next Limited Edition Ryvita Tin to be featured on in-store shelves across Canada. The Ryvita Tin is a perfect accessory to keep your favourite Crispbreads fresh, crunchy and tasty.

The Ryvita Tin is a unique package concept that will be featured across Canada in July and we are looking for our 2015 inspiration. The Ryvita Tin design will immediately thrust the winning artist into Canada's spotlight. The winning artist's

conceptual design will be featured on 70,000 Ryvita Canada Tin packages that will be displayed across Canada's leading grocery retailers along with Ryvita Canada Facebook\*.

\*A Nutrition Facts Table label will be applied to the Ryvita Tins upon Competition completion as per Canadian Food Inspection Agency regulations.

A winner will be selected from the entrants by the Competition Selection Committee, receiving an award of \$5,000 in tuition credit at their school for his or her submission. There will be two (2) runner up prizes of \$500 in tuition credit for the second and third place submissions. [In the event that any of the winners are in their final year or term of their program at one of the participating schools set out below, Ryvita Canada may, in its sole discretion, award a cash prize equivalent to the tuition credit to the winner(s).]

Tuition credits will be paid directly to winners' schools by Ryvita Canada prior to the commencement of the next school term.

In addition to their awards monies, the winner will receive artist credit on all Ryvita Tins for the duration of our 2015 campaign and be included in a PR campaign when the designs are unveiled.

### 3. WHO IS ELIGIBLE?

The Competition is open to part-time as well as full-time students at the post-secondary, undergraduate level.

Employees, representatives and agents of Ryvita Canada, its advertising and promotion agencies, , and members of the immediate family (brothers, sisters, children, father, mother), spouses or persons living in the same household as any of the foregoing are not permitted to enter or win.

If the entrant is under the age of majority, the entrant's parent or guardian must sign and submit the Submission Form.

### 4.WHAT IS THE ENTRY PROCEDURE?

No purchase is required. To enter the Competition, students must send their completed Submission Form with the required materials to Ryvita Canada by **March 15**, 2015 (see address below, question # 6).

### THE SUBMISSION MATERIALS ARE:

- i. Digital images of the work of art being submitted in a PC/MAC compatible jpg or pdf file, with a resolution of 300 DPI or larger
- ii. A title of the piece being submitted
- iii. Artist statement of 150 - 200 words addressing your work in general and the submission in particular.
- iv. The artwork submitted by entrants must use the templates provided as reflect the actual scale of the Ryvita Tin.

## 5. WHAT ARE THE GUIDELINES FOR ARTWORK SUBMISSIONS?

### POSITIONING / LOOK & FEEL

Our core Ryvita Canadian consumer is female in the 35-54 demographic that are eager to try healthier snacks that don't sacrifice taste, but right choices are often hard to find. Ryvita helps make healthy eating more enjoyable with simple, easy delicious recipes that inspire consumers to eat healthy and be creative.

Ryvita is looking for a fashionable, trendy way to showcase our limited edition Tin across Canada that will act as a perfect accessory to keep your favourite Crispbreads fresh, crunchy and tasty in home.

### REQUIRED DESIGN ELEMENTS & CONSIDERATIONS

Ryvita logo: will be embossed and included in tin design

Ryvita colours:

- Use of Ryvita red in the colour scheme
  - Colour Pantone: #E0007 CMYK (0, 100%, 99%, 4%), RGB (224, 0, 7)
- A maximum of 4 colours can be used in the illustration

Designs must represent one of the following design options:

- A contemporary, yet classic and timeless design
- "Why Canada loves Ryvita"
- Taste – visually communicate how tasty Ryvita can be
- Versatility – showcase how Ryvita can be used & inspire people to try something different

- Sociability – show Ryvita Canada in a social context to help overcome social stigma

Design: As Ryvita Tin graphics will be custom-made, the preference is for one design feature that can be applied as a large panel.

Designs may be one dimensional or have a base graphic with overlays.

Entry submissions may be received as jpegs; final designs must be submitted as Illustrator files.

## 6. HOW AND WHEN ARE THE SUCCESSFUL SUBMISSIONS FOR THE COMPETITION DETERMINED? WHAT HAPPENS AFTER THAT?

The adjudication process will take place on or before March 31, 2015.

. The Selection Committee members are Ryvita Canada's Marketing team and based on consumer votes from [www.ryvitacontest.com](http://www.ryvitacontest.com)

. The Selection Committee will review the digital images submitted by the entrants, assesses the artwork in terms of artistic and technical merit and representation of design options, and selects one submission as the winner.

. Ryvita Canada's Marketing team will have the final decision on the winning submission

The winner will be contacted within five (5) business days after the judging takes place by email or phone. A full-page announcement naming the winner of the Competition will be sent in a press release following the unveiling.

All decisions regarding this Competition and the selection of successful submissions remain with Ryvita Canada and are final and without appeal. All submissions and Competition materials become property of Ryvita Canada and none will be returned.

## 7. WHERE DO I SEND MY SUBMISSION MATERIALS?

Submission Forms with requested materials, including digital images of the work of art being submitted to the Competition, can be sent any time before or by the deadline of **March 15th**, 2015 to:

Geoff Charron

Senior Account Executive  
Influence Marketing c/o The Jordan's & Ryvita Company Ltd.

E-MAIL: [gcharron@influencemarketing.ca](mailto:gcharron@influencemarketing.ca)

Forms and digital imagery may be submitted by email only.

Please contact Geoff Charron with any questions you may have about the submission process. Submissions that are incomplete, illegible, damaged, or do not conform to or satisfy any condition of the Rules and Guidelines may be disqualified by Ryvita Canada Ltd.

Ryvita Canada takes no responsibility for lost, misdirected, late or destroyed submissions, or for typographical or other production or distribution errors.

## 8. HOW WILL I KNOW IF I'VE WON?

Ryvita Canada will contact the winner within five (5) business days after the results are determined on or before March 31, 2015, using the telephone number(s) and other data provided on their Submission Forms.

Please note that the Submission Forms require all entrants to certify that their submission constitutes their own work, and that entrants acknowledge and confirm compliance with these Rules and Guidelines.

## 9. WHAT EXPOSURE WILL MY DESIGN RECEIVE?

The Ryvita Tin design will immediately thrust the winning artist into Canada's spotlight. The winning artist's conceptual design will be featured on 70,000 Ryvita Canada Tin packages that will be displayed across Canada's leading grocery retailers.

Announcement naming the winner of the Competition will appear in a press release following the unveiling.

## 10. GENERAL TERMS AND CONDITIONS

- A. The odds of winning depend on the decision of the Selection Committee, success in meeting the selection criteria and the number of eligible entries received.

- B. To be eligible, a design must: (A) except for the Ryvita logo, be an original work, created solely by the entrant, and over which the entrant has all necessary rights, title and interest, including copyright; (B) not infringe upon the intellectual property rights, or defame or invade the publicity or privacy rights, of any firm or entity or third party; (C) not violate any applicable laws; and (D) comply with all of the requirements set out in these Competition Rules and Guidelines.
- C. Upon entry, all rights in and to a design submitted, whether or not selected as a winning entry, become the exclusive property of Ryvita Canada, including all intellectual property rights thereto (such as copyright) and may be used, reproduced, published or republished, in whole or in part, in any manner and in any media now known or hereafter devised, for any purpose.
- D. The Selection Committee has the right in its sole discretion to reject any designs that they deem to be offensive, unlawful, inappropriate or otherwise not in compliance with these Competition Rules and Guidelines. Persons whose designs have been rejected will receive no notification. A rejected design will not be entered into the Competition.
- E. Entry in this Competition constitutes acceptance of these Competition Rules and Guidelines.
- F. This Competition is subject to all applicable laws and regulations. All entries are subject to verification. Ryvita Canada reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility to participate in the Competition. Failure to provide such proof in a timely manner may result in disqualification.
- G. Ryvita Canada reserves the right to disqualify a person if he/she enters the Competition or tries to do so by any means contrary to these Official Rules or which would be unfair to the other entrants.
- H. By entering the Competition, winners covenant to accept their selected prize as described in these Competition Rules and Guidelines. Under no circumstances can the prize be transferred to another person, substituted for another prize or exchanged for cash, subject to the following and except as otherwise expressly stated.
- I. In the event that Ryvita Canada is unable to award a prize as described in these Competition Rules and Guidelines it may award a prize of the same

kind and of equal value or, at its sole discretion, the value of the prize in cash as indicated in these Competition Rules and Guidelines.

J. Any decision by Ryvita Canada regarding the Competition is final and without appeal. Ryvita Canada reserves the right, in its sole discretion, to terminate the Competition, in whole or in part, and/or modify, amend or suspend the Competition and/or the Competition Rules and Guidelines in any way, at any time or for any reason without prior notice, including, in the event of an error, technical problem, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of Ryvita Canada that interferes with the proper conduct of this Competition as contemplated by these Competition Rules and Guidelines.

K. By entering the Competition, entrants thereby agree to release and hold harmless Ryvita Canada, its directors, officers, employees, representatives and agents (the "Releasees") from all liability including responsibility for any loss, damage or injury, caused by participating or their attempt to participate in the Competition or resulting from acceptance, possession, use or misuse of a prize.

L. The Releasees are not liable for faulty computer components, software, mobile devices or communication lines, relating to the loss or absence of network communication or relating to any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network that could limit the possibility or prevent any person from entering the Competition. The Releasees will also not be liable for any damage or loss that could arise, directly or indirectly, in whole or in part, from downloading any web page or by transmitting any information relating to the participation in this Competition.

M. By entering the Competition, winners authorize Ryvita Canada and its representatives to use, if required, his/her name, photograph, likeness, place of residence, voice and/or statements regarding his/her prize for advertising and promotional purposes, without any compensation or notice whatsoever.

N. Entries received online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry. For the purpose of these Competition Rules and Guidelines, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

O. Entrants' personal information collected for the purposes of this Competition will be used solely for the administering of this Competition. No commercial or other communications unrelated to the Competition will be sent to

entrants, unless they have otherwise agreed to receive such communications.