

## #WeLoveWinter Contest Rules & Regulations

Truenorthrockies.com #WeLoveWinter CONTEST (the "Contest").

DISCLAIMER: The contest is in no way sponsored, endorsed or administered by, or associated with, Instagram, Facebook or Twitter.

TO ENTER FOR YOUR CHANCE TO WIN: The Contest begins November 6, 2017. To enter for your chance to win, "Follow" @TrueNorthRockies on Instagram AND post via Instagram a winter photo using the hashtag #WeLoveWinter & the hashtag #Contest. All entries must be received (posted to Instagram) by 11:59PM, PST, December 6, 2017, the Contest closing date. TrueNorthRockies (TNR) or its partners & affiliates is not responsible for any entries destroyed, mutilated, lost, misdirected or corrupted. Mechanically reproduced entries will not be eligible. All entries become the property of TrueNorthRockies (TNR) or its partners & affiliates and will not be acknowledged or returned. They may be used in the winning announcement, future promotions or social media posts. NO PURCHASE NECESSARY TO ENTER.

PRIZE: Airfare from a major airport to Edmonton, Alberta and scheduled transportation to and from the airport to the destinations. Nine nights' accommodation (in total) for one adult at Fairmont MacDonald, Fairmont Banff Springs, Fairmont Chateau Lake Louise, Fairmont Jasper Park Lodge & Fairmont Palliser in Calgary; meals and scheduled activities. Prize must be used during the Q1 2018 #WeLoveWinter travel trip. Unless otherwise specified, winners of prizes of the Contest are responsible for all costs and expenses incurred or related to the use of the prize. The winner will be required to document and share the trip via social channels (Facebook, Twitter, Instagram and/or other as deemed appropriate) per Social Media agreement provided. Approximate retail value: CAD\$7500. The prize must be accepted as awarded, has no cash value, cannot be transferred, substituted, redeemed or added to in any way. All decisions of the judges with respect to any part of the Contest are final.

ELIGIBILITY: Photo selection will take place on December 7, 2017. The Winner will be contacted within 48 hours. Prize recipients will have 72 hours after draw date to claim their prize. After 72 hours, the prize will be forfeited and a second chance draw will be held for any unclaimed prize(s). In order to win, the selected entrant must first correctly answer the time-limited skill-testing question. In order to be declared a winner, the selected entrant must sign a Waiver of Liability form, a Rule Compliance form, and a Publicity Release, agreeing to the use of his or her name, photo, likeness, voice and/or statements, without any compensation other than the prize offered.

By entering the Contest, the entrants agree to be bound by the rules of the Contest and agree to the decisions of the judges with respect to all aspects of this Contest. Individual residents of Canada and United States of America are eligible to win (except where prohibited by law), they are over the age of majority of 18 years of age in Alberta by January 21, 2018.

The Contest is subject to all Federal, Provincial, State and Municipal regulations and is void where prohibited by law.