



## MAKE IT BEEF CLUB NEWSLETTER CONTEST (the “Contest”) Rules and Regulations

### 1. AGREEMENT:

These rules govern the MAKE IT BEEF CLUB NEWSLETTER CONTEST (the “**Contest**”). No purchase is necessary to enter the Contest. The act of entering the Contest constitutes acceptance of these Contest rules (the “**Rules**”), and the decisions of the Canada Beef, as the Contest sponsor, shall be final and binding upon all Entrants (as defined in Section 3 of the Rules).

### 2. CONTEST SPONSOR:

The Contest is sponsored by Canada Beef (“**CB**”). The Contest prize supplier is CB.

### 3. ELIGIBILITY:

The Contest is open to residents of Canada (excluding Quebec) who have reached the age of majority for the province in which they reside at time of entry (each is an Entrant). Employees, immediate family members and those with whom such persons reside, whether related or not, of CB, and each of their respective parent, affiliated or related companies, their officers, directors, agents, and promotional parties (collectively, the “**Released Parties**”) are not eligible to enter the Contest or receive any prizes offered in connection with this Contest. For purposes of the Contest, “immediate family members” shall include the mother, father, legal guardian, brothers, sisters, daughters, sons, partner or spouse of an individual (regardless of whether any such “immediate family member” resides with such individual).

Participation in this Contest constitutes the Entrant’s full agreement to these Rules. Participation also indicates agreement with CB and administrator’s decisions, which are final and binding in all matters related to the Contest. To win a Prize (described in Section 6 of the Rules) in the Contest, Entrants must comply with these Rules.

### 4. CONTEST PERIOD:

The overall contest begins on APRIL 1, 2023 at 12:00 am Eastern Time (“EST”) and ends on March 31, 2024 at 11:59:59 pm EST. Within the contest period there will be 12 separate monthly contests, as well as one (1) Grand Prize contest found on this URL. Each individual contest has a start and ending date as described below (the “**Contest Period**”):

#### Monthly Contests:

- Monthly Contest #1: Contest begins on APRIL 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on APRIL 30, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #2: Contest begins on MAY 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on MAY 31, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #3: Contest begins on JUNE 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on JUNE 30, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #4: Contest begins on JULY 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on JULY 31, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #5: Contest begins on AUGUST 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on AUGUST 31, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #6: Contest begins on SEPTEMBER 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on SEPTEMBER 30, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #7: Contest begins on OCTOBER 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on OCTOBER 31, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #8: Contest begins on NOVEMBER 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on NOVEMBER 30, 2023 at 11:59:59 p.m. ET.

- Monthly Contest #9: Contest begins on DECEMBER 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on DECEMBER 31, 2023 at 11:59:59 p.m. ET.
- Monthly Contest #10: Contest begins on JANUARY 1, 2024, at 12:00 am Eastern Time (“EST”) and ends on JANUARY 31, 2024 at 11:59:59 p.m. ET.
- Monthly Contest #11: Contest begins on FEBRUARY 1, 2024, at 12:00 am Eastern Time (“EST”) and ends on FEBRUARY 28, 2024 at 11:59:59 p.m. ET.
- Monthly Contest #12: Contest begins on MARCH 1, 2024, at 12:00 am Eastern Time (“EST”) and ends on MARCH 31, 2024 at 11:59:59 p.m. ET.

**Grand Prize Contest:**

- GRAND PRIZE CONTEST: Contest begins on APRIL 1, 2023, at 12:00 am Eastern Time (“EST”) and ends on MARCH 31, 2024 at 11:59:59 p.m. ET.

The date and time of your entry will determine which monthly contest you are entered in. For example, an entry from June 13, 2023 at 4:04:04 pm would be entered into the draw for Contest #3. In addition, all legitimate entries for the entirety of the overall contest will also be entered into the Grand Prize Contest.

CB reserves the right, in its sole and absolute discretion and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any Entrant or entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the CB, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

**5. HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN:**

There is one (1) way to enter the Contest (the “**Entry**”), as described herein. To enter the contest:

Enter by going to [www.Canadabeefcontest.ca](http://www.Canadabeefcontest.ca) (the “**Contest Website**”). Follow the navigation to the entry page on the Contest Website, and fully complete the entry form on the Contest Website.

Submit entry by clicking on the “Enter Now!” button. Upon clicking this button, entrant will be automatically entered into the draw for a prize in the contest # stated in Section #4 above. The official time keeping device for the Contest shall be the logged by the platform of the company working with CB to deliver this Contest (“**Contest Administrator**”).

An Entry will be declared invalid if it is late, illegible, incomplete, damaged, irregular, or forged. If it is discovered by the CB (using any evidence or other information made available to, or otherwise discovered by, the CB) that any person has used or attempted to use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter the Contest more than once or to otherwise participate in or disrupt this Contest, he/she will be disqualified from the Contest and any future contests of the CB, in the sole discretion of the CB.

Entries that do not conform with or satisfy any or all of the conditions set out in these Rules will be void, at the sole discretion of the CB.

All Entries become the property of the CB and will not be returned.

**THERE IS A LIMIT OF ONE (1) ENTRY PER PERSON FOR EACH OF THE TWELVE (12) MONTHLY CONTESTS DURING EACH OF THE SPECIFIC MONTHLY CONTEST TIME PERIODS..** Entrants attempting to contravene this limit with fraudulent entry methods will be immediately disqualified, may have a prior potential winning Entry revoked, may have any Entries removed from any one of the 12 contest draws and possibly disqualified from future contests. **SUBSEQUENTLY, THERE IS A MAXIMUM OF TWELVE (12) ENTRIES FOR THE GRAND PRIZE DRAW (MAXIMUM OF ONE (1) PER EACH MONTHLY CONTEST PERIOD.** Winners of a monthly draw are still entered in the draw for the Grand Prize.

Any use of automated devices is prohibited and will result in disqualification. Entries attempted by methods other than those described in the Rules shall be deemed void. Any attempt by any participant to obtain more than the stated number of Entries by using multiple/different e-mail addresses, identities, registrations and logins, or any other methods will void that participant’s Entries and that participant may be disqualified.

CB reserves the right, in its sole and absolute discretion, to disqualify any Entry, cancel, withdraw, suspend or modify this Contest (or amend the Rules) without prior notice or obligation, in the event of an error, accident, technical problem, computer virus, bugs, unauthorized intervention, or other actor cause beyond the reasonable control of the CB that corrupts or interferes with the fairness or proper conduct or play of this Contest. In case of cancellation for any given reason, the Prize(s) may be forfeited.

## **6. PRIZES AND WINNER SELECTION:**

There are twelve (12) monthly contest Prizes IN TOTAL (the “Monthly Prizes”). One (1) MONTHLY PRIZE PACK is available to be won in each Contest (#1 - #12, as detailed in Section 4 above).

There is also one (1) Grand Prize available to be won in in the Grand Prize draw . .

The total approximate retail value of each of the Monthly Prizes are as follows: (Contests #1-12 = Two hundred twenty seven dollars and ninety two cents (\$227.92 CDN).

The total approximate retail value of the Grand Prize is Nine hundred and ninety nine dollars and ninety nine cents (\$999.99 CDN) as detailed below.

Monthly Prizing #1-#12 - Each Monthly Prize consists of the following 4 items:

- a. Cutting Board – (\$45.95 value)
- b. Meat Thermometer – (\$16.82 value)
- c. Steak Knives – (\$115.59 value)
- d. Apron – (\$49.56 value)

The Grand Prize consists of:

- a. BIG GREEN EGG MiniMax Original 133 sq. in. Charcoal Smoker Grill– (\$999.99 value)

How to potentially win: There is one (1) Monthly Prize for each of the 12 Monthly Contests, as described above, available to be won by a random draw after the end of each Monthly Contest Period. A random draw will be conducted by the Contest Administrator once the close date has occurred among all eligible entries received during each Monthly Contest Period. In addition, a random draw will be conducted by the Contest Administrator for the Grand Prize at the close date of Monthly Contest #12. This Grand Prize draw will include all entries for Monthly Contest #1 through to and including Monthly Contest #12, including any winning entries from any of the Monthly Contests.

Each Prize must be accepted as awarded without substitution and is not transferrable, refundable, for resale or convertible to cash. No compensation will be provided if the winner fails to accept the Prize as awarded. CB reserves the right, in the event that a Prize, or any component of a prize, cannot be awarded as described for any reason, to substitute the same for another prize or component thereof, of equal or greater value, without notice or liability. In the event that a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash or otherwise.

## **7. ODDS OF WINNING**

Draw Prize: The total number of Monthly Prize Packs available to be won by Monthly Contest Draw is twelve (12). The odds of winning a Monthly Prize will depend on the total number of eligible Entries received during the specific Contest Period. The total number of Grand Prizes available to be won is one (1). The odds of winning the Grand Prize will depend on the number of eligible entries received during the overall contest period.

## **8. POTENTIAL WINNER NOTIFICATION:**

All names that are drawn are considered potential winners. All potential winners must correctly answer a skill-testing question to become a winner and claim a Prize.

a. **Monthly Contest Draw Prize:** The Entrant that has been selected to be a **POTENTIAL WINNER** by random draw at the end of each contest period will be contacted by the Contest Administrator as follows: Two (2) attempts will be made to contact the validated Entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET for a period of seven (7) days following the draw. If the validated Entrant cannot be contacted within seven (7) days, by either email or phone, the Entrant will be considered to have forfeited the Draw Prize and will be disqualified and another Entrant will be drawn from the remaining eligible Entries until such time as contact is made with a selected Entrant or there are no more eligible Entries, whichever comes first. The CB will not be responsible for failed attempts to contact a selected Entrant.

b. **Grand Prize Contest Draw:** The Entrant that has been selected to be a **POTENTIAL WINNER** by random draw for the Grand Prize draw will be contacted by the Contest Administrator as follows: Two (2) attempts will be made to contact the validated Entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET for a period of seven (7) days following the draw. If the validated Entrant cannot be contacted within seven (7) days, by either email or phone, the Entrant will be considered to have forfeited the Grand Prize and will be disqualified and another Entrant will be drawn from the remaining eligible Entries until such time as contact is made with a selected Entrant or there are no more eligible Entries, whichever comes first. The CB will not be responsible for failed attempts to contact a selected Entrant.

## **9. WINNER CONFIRMATION:**

Prior to being declared a winner of a Prize, a selected Entrant must correctly answer, unaided, an arithmetical, time-limited, skill testing question, to be administered at a mutually convenient time. The CB reserves the right to administer an alternate skill-testing question as it deems appropriate to address discrimination or disability issues. Selected Entrants will also be required to sign and submit the CB's Declaration & Release, which (among other things):

- (a) confirms compliance with these Rules;
- (b) acknowledges acceptance of the Prize as awarded; and
- (c) releases the Released Parties from any and all liability in connection with the Contest, the Entrant's participation therein and/or the awarding and use/misuse of the Prize.

If an eligible winner:

- (a) fails to submit the properly executed Contest documents,
- (b) cannot accept the Prize for any reason and/or
- (c) otherwise fails to comply with these Rules, then he/she will be disqualified and will forfeit all rights to the Prize.

## **10. GENERAL**

All Entries become the property of the CB and will not be returned.

By participating in this Contest, each Entrant

- (i) agrees to be bound by these Rules;
- (ii) agrees to release and hold harmless the Released Parties from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action; and
- (iii) releases the Released Parties from any and all liability in connection with this Contest and the Entrant's participation therein and his/her use of his/her Prize. Released Parties make no warranty (express or implied), guaranty or representation of any kind concerning any Prize (or any portion thereof).

Each Entrant further agrees that the Released Parties will not be liable for

- (i) any failure of any website during the Contest Period;
- (ii) any technical or mechanical malfunction, interrupted or unavailable cable or satellite systems, any problem or malfunction related to any telephone network or line, on-line systems, servers, access providers, computer hardware or

software or other equipment;

(iii) the failure of any Entry to be received for any reason including, but not limited to, such entry being lost, late, misdirected, stolen or mutilated or any technical problem or traffic congestion on the Internet or at any website or mobile network;

(iv) any incomplete, inaccurate or illegible entry information, whether caused by any computer equipment, programming used in this Contest, human processing error, or otherwise;

(v) any injury or damage to an Entrant's or any other person's computer or other device related to or resulting from participating in or downloading any material related to the Contest;

(vi) any error in these Rules or in any Contest-related advertisements or other relevant promotional materials;

(vii) any other error, omission, or defect related to this Contest; and/or

(viii) any combination of the above.

The Contest is subject to all applicable federal, provincial, and municipal laws and regulations.

In the event of any discrepancy or inconsistency between the Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to website, print and/or online advertising, these Rules shall prevail, govern and control. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

**Contest CB:** CANADA BEEF, 2550 Argentia Rd #210, Mississauga, Ontario, Canada L5N5R1

**Contest Administrator:** CHIME DIGITAL, 6a Stuart Ave, North York, Ontario, Canada M2N1B1

By entering the Contest, each Entrant acknowledges and agrees that all unaffiliated Brands included as part of the Prize are in no way responsible for the administration of the Contest or the selection of winners and that all such responsibility rests with the CB and the Contest Administrator.

CB reserves the right at its sole discretion to disqualify from this Contest, and any future contest or other promotion CB conducts, any individual that it finds or believes to be tampering with the entry process, or the operation of the Contest or Contest Website, to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE THE CONTEST WEBSITE OR ANY WEBSITE USED IN ASSOCIATION WITH THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

## **11. CONSENT TO COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION**

By entering the Contest and/or voluntarily providing their personal information, entrants consent to the collection, use and disclosure of the entrant's personal information by CB and its third-party services' providers (including the Contest Administrator) for the purpose of administering the Contest and fulfilling Prizes and announcing the winner by city location, first name, and optional: a photographic image of the winner. The CB will not use an Entrant's personal information for any other reason (unless opt-in permission is provided via the Contest Website), nor will the CB otherwise disclose it to any other third party without consent of Entrant.

## **12. DISPUTE**

In the event of a dispute as to any Entries, the authorized account holder of the e-mail address used to register will be deemed to be the Entrant. The "authorized account holder" is the person assigned an e-mail address by any organization responsible for assigning e-mail addresses for the domain associated with the submitted address. A selected Entrant may be required to provide CB with proof that the Entrant is the authorized account holder of the e-mail address associated with the selected Entry. Proof of sending will not be deemed to be proof of receipt.

All issues and questions concerning the construction, validity, interpretation and enforceability of the Rules, or the rights and obligations of the entrant and CB in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Ontario.

Any and all disputes, claims and causes of action arising from this Contest or any Prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively before a court of competent jurisdiction located within the City of Toronto.