

## **I Spy Contest Rules**

This contest is in no way promoted, sponsored, endorsed or administered by, or associated with Instagram. No purchase necessary.

Please read the terms and conditions below prior to entering the contest. By posting an original photo using the hashtag (#) #ISpyYEG with an entry into the contest, you are agreeing to terms and conditions outlined below.

### **Eligibility Requirements**

1. Contestant must be a resident of Edmonton, Alberta, Canada.
2. Contestant must be 18 years of age.
3. Contestant cannot currently be an employee of the City of Edmonton's Corporate Communications branch.
4. Contestant must share a photo of one of the contest objects that are identified on the City of Edmonton's contest rules by posting on Instagram and using the hashtag #ISpyYEG.
5. Contestant must have a public Instagram profile.
6. Contestant's photos must be received by noon (12 MDT) on Thursday June 30, 2016 in order to be considered eligible for the prize draw.
7. Contestant must correctly answer a skill-testing question in order to claim prize.
8. Winning contestants must sign a Release and Consent Form acknowledging compliance with the contest rules, release of liability, and consent for the disclosure of the winner's name in order to claim prize.
9. Winning contestants must pick up the prize in person.

### **How to Enter**

Beginning June 7, 2016 the contest will be posted and promoted on the City of Edmonton's main Facebook, Twitter and Instagram accounts. The contest will run from Tuesday, June 7 to noon (12 MDT) Thursday June 30, 2016 on Instagram. Four prizes will be awarded at the end of the contest.

In order to be eligible for the prizes, contestants must share an original photo on Instagram and hashtag #ISpyYEG prior to noon (12 MDT) on Thursday June 30, 2016. The original photo must be shot by the contestant and contain one of the contest objects.

The contest objects include: a pinwheel, canoe paddle, picnic basket and a tricycle.

If any person appears in the photo, that person must have been made aware of the intended use of the photo and must have given their consent for this use. No work of art may appear in the photo without the consent of the artist.

Contestants can submit a maximum of five (5) entries for the prize draw. Only photos containing the correct contest objects and hashtag #ISpyYEG will be included in the draw.

### **Entry Deadlines**

Photos must be posted by noon (12 MDT) on Thursday June 30, 2016.

## **Prize Draw and Announcements**

Prizes for the contest will be awarded based on a random draw of all eligible responses. The chances of winning are dependent on the number of entries received.

All residents who submit an eligible response will be included in the random draw.

The prizes are:

- 1) An eco-starter kit from Carbon Environmental Boutique (estimated value of \$45 per kit).
- 2) Planet Organic Gift Card - \$15
- 3) Pogo Gift Card - \$65
- 4) United Cycle Gift Card - \$200

All prizes must be accepted as awarded and cannot be substituted, transferred or converted to cash. Any additional costs associated with the collection and use of prize are the winner's sole responsibility.

## **To Claim Prize**

Winners will be contacted by the City of Edmonton's Media Relations Unit via Instagram direct message. Once contacted, the winner will have 72 hours to contact the City of Edmonton by email at [thewaywegreen@edmonton.ca](mailto:thewaywegreen@edmonton.ca) for prize pickup information. In order to claim the prize, the winning contestant must provide their full name, and will be required to correctly answer a mathematical skill-testing question.

If no response or contact with the City is made within 72 hours, an alternate contestant's name will be drawn and they will be awarded the prize.

Winners are responsible for picking up their prizes from City Hall, 1 Sir Winston Churchill Square, Edmonton, Alberta, during normal hours of operation of the City Hall Information Desk.

Only the winner, or a person designated in writing by the winner, may claim their prize. Prize winners may be required to provide proof of identity, eligibility and age in order to claim their prize.

Winners will have 30 days from the time of notification from the City to pick up their prize. Any failure to do so will result in the prize being forfeit and it will not be awarded.

## **Limitations of Liability**

The City of Edmonton is not responsible for printing or typographical errors in any contest-related materials, or for stolen, lost, late, misdirected, damaged, incomplete or illegible entries. The City of Edmonton is not responsible for any incorrect or inaccurate information, whether caused by website users or any equipment or programming associated with utilized in the contest, or by any technical or human error that may occur in the processing of submissions to the contest.

If, for any reason, the contest is not capable of completion as planned, including but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical

failures or any other causes beyond the control of the City of Edmonton that corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, the City of Edmonton reserves the right at their sole discretion to cancel, terminate, modify or suspend the contest.

**FOIP Message**

This information is being collected by the City under the authority of section 33(c) of the Alberta Freedom of Information and Protection of Privacy Act, and will be used for “Environment Week” contest purposes. If you have any questions about the collection, use or disclosure of information by the City you may contact the City of Edmonton Communications Advisor at 780-496-8196 or 8th Floor, HSBC Bank Place, 10250 101 Street NW, Edmonton, Alberta .