



What's Your Food Story: Contest Terms and Conditions

No purchase required. Contest begins **May 9, 2021**. There are **fifteen (15) prizes to be won, each valued at \$100 CDN**. Skill testing question required. Open to legal residents of Ontario who are 18 years or older. Odds of winning will depend on number of eligible entries received before Contest closes.

THIS CONTEST IS ONLY OPEN TO ONTARIO RESIDENTS AND IS GOVERNED BY CANADIAN LAW AND THE LAWS OF THE PROVINCE OF ONTARIO. NO PURCHASE NECESSARY. SEE BELOW FOR FULL CONTEST DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE CONTEST RULES (THE "CONTEST RULES").

CONTEST PERIOD

- 1) The bi-weekly What's Your Food Story themed challenges begin on the following dates and run through the following periods of time:

Bi-weekly themed challenge #1: May 9, 2021 – May 22, 2021

Bi-weekly themed challenge #2: May 23, 2021 – June 5, 2021

Bi-weekly themed challenge #3: June 6, 2021 – June 19, 2021

Bi-weekly themed challenge #4: June 20, 2021 – July 3, 2021

Bi-weekly themed challenge #5: July 4, 2021 – July 17, 2021

Bi-weekly themed challenge #6: July 18, 2021 – July 31, 2021

Bi-weekly themed challenge #7: August 1, 2021 – August 14, 2021

Bi-weekly themed challenge #8: August 15, 2021 – August 28, 2021

Bi-weekly themed challenge #9: August 29, 2021 – September 11, 2021

Bi-weekly themed challenge #10: September 12, 2021 – September 25, 2021

Bi-weekly themed challenge #11: September 26, 2021 – October 9, 2021

Bi-weekly themed challenge #12: October 10, 2021 – October 23, 2021

Bi-weekly themed challenge #13: October 24, 2021 – November 6, 2021

Bi-weekly themed challenge #14: November 7, 2021 – November 20, 2021

Bi-weekly themed challenge #15: November 21, 2021 – December 4, 2021



ELIGIBILITY

- 2) The Contest is open to all residents of Ontario who have reached the age of majority at the time of entry, except employees (and those with whom such employees are domiciled), Board of Directors (and those with whom such employees are domiciled) of Grain Farmers of Ontario (the “Sponsor”), its affiliated companies or agents, advertising and promotion agencies.

HOW TO ENTER

- 3) **NO PURCHASE NECESSARY.** To participate in this contest you must: a. Upload a picture and caption sharing your Mother food story to ACCOUNT (Instagram, Twitter Facebook) {Instagram: post NOT story} before END OF TWO WEEK PERIOD DATE and b. Tag us (What’s Your Food Story) and use hashtag (#YourFoodStory)
- 4) You will receive one (1) Entry for each social media platform in each biweekly themed challenge contest when you follow submission rules. **LIMIT (1) ENTRY PER PERSON PER SOCIAL MEDIA ACCOUNT (INSTAGRAM, FACEBOOK, TWITTER) for EACH BIWEEKLY THEMED CHALLENGE FOR A TOTAL OF 3 ENTRIES PER CONTEST PERIOD (1 ENTRY FROM INSTAGRAM, 1 ENTRY FROM FACEBOOK and 1 ENTRY FROM TWITTER).** Entrants can enter multiple biweekly themed challenges, but only (3) social media entries per person is accepted for each themed challenge. If it is discovered that you attempted to enter more than what is allotted to the What’s Your Food Story Theme Challenge Contest Period, then all your Entries will be void. Use of any automated system to submit Entries is prohibited and will result in disqualification.

BY SUBMITTING AN ENTRY, YOU ACKNOWLEDGE THAT YOUR NAME AND/OR FOOD STORY MAY BE POSTED ON TWITTER, FACEBOOK, INSTAGRAM, TIK TOK, YOUTUBE AND/OR SPONSOR’S PROPRIETARY WEBSITE (www.WhatsYourFoodStory.ca), WHERE IT MAY BE VIEWED, SHARED (BY USERS OF SOCIAL MEDIA AND VARIOUS OTHER INTERNET-BASED SITES) AND COMMENTED ON BY THE SPONSOR AND THE GENERAL PUBLIC.

- 5) a) On **DATE OF DRAW,**

Bi-weekly themed challenge #1 Draw Date: May 24, 2021

Bi-weekly themed challenge #2 Draw Date: June 7, 2021

Bi-weekly themed challenge #3 Draw Date: June 21, 2021

Bi-weekly themed challenge #4 Draw Date: July 5, 2021

Bi-weekly themed challenge #5 Draw Date: July 19, 2021

Bi-weekly themed challenge #6 Draw Date: August 2, 2021

Bi-weekly themed challenge #7 Draw Date: August 16, 2021



Bi-weekly themed challenge #8 Draw Date: August 30, 2021

Bi-weekly themed challenge #9 Draw Date: September 13, 2021

Bi-weekly themed challenge #10 Draw Date: September 27, 2021

Bi-weekly themed challenge #11 Draw Date: October 11, 2021

Bi-weekly themed challenge #12 Draw Date: October 25, 2021

Bi-weekly themed challenge #13 Draw Date: November 8, 2021

Bi-weekly themed challenge #14 Draw Date: November 22, 2021

Bi-weekly themed challenge #15 Draw Date: December 6, 2021

in Guelph, Ontario, at approximately 10:00 a.m. ET, one (1) eligible entrant will be selected by random draw from all eligible entries from Instagram, Facebook and/or Twitter received during each biweekly themed challenges Contest Periods. The odds of winning depend on the number of eligible entries received.

- 6) Before being declared a winner: The selected entrant will be contacted via direct message on the social media platform (Facebook, Twitter, Instagram) they entered the contest in. Must be able to receive direct messages and must reply to the direct message within one (1) business day of notification and must provide further contact details such as full name, email address and/or phone number.

The selected entrant must then correctly answer a mathematical skill-testing question to be administered through email communications to receive prize. If a selected entrant: (i) cannot be contacted by direct message within one (1) calendar days of selection or there is a return of any prior notification as undeliverable; (ii) fails to correctly answer the skill-testing question; or (iii) fails to provide contact details such as full name, email address and/or phone number then he/she/they will be disqualified and will forfeit the prize, and the Sponsor reserves the right to select an alternate entrant from among the remaining eligible entries.

PRIZES

- 7) Biweekly theme challenge prizes: Each contest period (each biweekly themed challenge draw) will have a unique prize valued at \$100 for the winner to receive. Contest prizes can include but are not limited to: grocery gift card, Amazon gift card, restaurant gift card etc.



GENERAL

- 8) By entering the Contest, each entrant agrees to abide by these Contest Rules. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal.
- 9) Sponsor reserves the right to cancel, suspend, withdraw or amend this Contest in any way, without prior notice or obligation, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Contest Rules. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- 10) All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right to remove any videos deemed to contain inappropriate content, hate speech, political or activist propaganda or content that is offensive. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).
- 11) Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise, illicit means to enter the Contest, or any other methods not authorized by these Contest Rules, for example, but not limited to, submitting multiple forms, shall be deemed as tampering and may disqualify you from entering, participating, winning prizes (defined herein), and preclude you from participating in future contests and promotions, at the sole discretion of Sponsor. Entries that are late, lost, illegible, contain false information, are misdirected, garbled or incomplete, or otherwise irregular or that do not conform with or satisfy any or all of the conditions these rules will be judged void. All Entries become the property of Sponsor upon receipt and none will be returned. Proof of transmission (screenshots or captures, etc.) does not constitute proof of receipt.
- 12) Without limitation, the Sponsor and its affiliated companies or agents will not be liable for any failure of the website during the Contest; for an technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any Entry to be received by the Sponsor, its advertising and promotion agencies for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any



combination of the above. Further, the Sponsor, its advertising and promotion agencies will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating in the Contest.

- 13) In the event of a dispute, Entries will be deemed to have submitted by the authorized holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If the identity of an online entrant is disputed, the authorized account holder associated with the email account at the time of entry will be deemed to be the entrant. A selected entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected Entry. The sole determinant of the time for the purposes of a valid online Entry in this Contest will be the Contest server machine(s).
- 14) By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's Privacy Policy (available at: <https://gfo.ca/privacy-policy/>) unless the entrant otherwise agrees to receive further communications from Sponsor.
- 15) Entrants may be asked for permission for use of their entered food stories for continued promotion of the What's Your Food Story? Campaign.
- 16) Contest is in no way sponsored, endorsed, or administered by, or in association with, Twitter, Facebook, Instagram, Tik Tok, or Youtube. Any questions or comments regarding the Contest should be directed to Brianne Curtis at bcurtis@gfo.ca.