

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

**1. Eligibility:** Parent Life Network's Create Magic Moment with Disney Baby Contest (the "Contest") is open only to those who have reached the age of majority in their province or territory as of the date of entry. The Contest is only open to legal residents of Canada who reside in any province or territory within Canada and is void where prohibited by law. Employees of 55 Rush Inc., the parent company of Parent Life Network ("The Sponsor"), The Walt Disney Company (Canada) Ltd., their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible to participate in the Contest. The Contest is subject to all applicable federal, provincial/territorial and local laws and regulations. Void where prohibited.

**2. Agreement to Rules:** By participating, you agree to be fully unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of The Sponsor, as final and binding as it relates to the content. The Contest is subject to all applicable federal, provincial/territorial and local laws.

**3. Contest Period:** Entries will be accepted online starting on or about July 6, 2020 and ending August 7, 2020 11:59:59PM ET (the "Contest Period"). All online entries must be received by August 7, 2020 11:59:59PM ET. Contest Sponsors reserve their right (subject only to the consent of the Régie des alcools, des courses et des jeux) to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received applicable eligible Entries.

#### **4. How to Enter:**

##### **No Purchase Necessary**

**Method One – Online Entry and Registration:** The Contest must be entered by submitting a photo of your little one with their favourite Disney Baby product or toy to the Contest Site, provide your first name, last name, email address, and the first and last name of child in photograph. Entrant must click to agree to receive Commercial Electronic Messages ("CEM's") from the Parent Life Network ("PLN") but may unsubscribe from such messages at any time by visiting Contest by visiting [parentlifenetwork.com/user/communication](http://parentlifenetwork.com/user/communication) or from within any CEM sent to the user without affecting their entry or odds of winning in the contest. Entrant must also click to agree to the [The Walt Disney Company's Terms of Use](#). Entry must fulfill all Contest requirements, as specified, to be eligible to win a Prize. Entries that are not complete or do not adhere to the rules or specifications may be disqualified at the sole discretion of The Sponsor. You may enter only once and you must fill in the information requested. You may not enter more than one time by using multiple email addresses, identities or devices in an attempt to circumvent the rules. If you use fraudulent methods or otherwise attempt to circumvent the rules your submission may be removed from eligibility at the sole discretion of The Sponsor.

**Method Two – Mail In Entry:** If a contestant does not wish to enter online, the contestant may: print their first name, last name, email address, complete mailing address (including postal code) and signature and an answer to the question: "What's your favourite Disney movie?" on a

plain white piece of paper (no larger than 8.5 by 11 inches) and mail it (in an envelope with sufficient postage), to the Sponsor, at: Contest Administrator, Parent Life Network, 301-312 Adelaide St W., Toronto, ON M5V 1R2, Attn: Create Magic Moment with Disney Baby Contest. Upon receipt and verification of a contestant's complete entry request in accordance with these Rules, the contestant will be entered into the Contest. To be eligible, the mail-in entry request must be postmarked during the Contest Period in a separate envelope bearing sufficient postage (i.e. mass mail-in of entry requests in the same envelope will be void) and received at the offices of the Sponsor by August 12, 2020 at 2:00p.m. ET. The Sponsor will not be responsible or liable for any lost, stolen, delayed, illegible, damaged, misdirected, insufficient postage, late or destroyed mail-in Contest entry requests.

**Multiple Registration Not Permitted:** Contestants can only use either the Contest Website or the Mail-In Entry option to register for the Contest one (1) time in total. If it is discovered that a contestant has attempted to: (i) enter more than one (1) time or (ii) use (or attempt to use) multiple names, email addresses or identities to enter, or otherwise participate in, the Contest, then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from participating in the Contest and all of his/her entries may be disqualified. Use (or attempted use) of multiple identities, mail-in envelopes, email addresses and/or any automated system to register for or otherwise participate in this Contest is prohibited and is grounds for disqualification. One Registration Per Person: For greater certainty, no contestant may enter the Contest more than once regardless of the method of participation.

**5. Prizes:** There is a total of one (1) Disney Baby Prize Bundle (the Prize) available to be won consisting of one a cheque in the amount of \$1,000 made payable to the winner. Estimated retail value of the Prize is \$1,000CAD. The specifics of the Prize shall be solely determined by the Sponsor. No Prize substitution is permitted except at Sponsor's discretion. The Prize is non-transferable. Any and all Prize related expenses, including without limitation any and all federal, provincial/territorial and/or local taxes shall be the sole responsibility of the winner. No substitution of Prize or transfer/assignment of Prize to others or request for the cash equivalent by the winner is permitted. Acceptance of Prize constitutes permission for The Sponsor to use winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

**6. Odds:** The odds of winning depend on the number of eligible entries received.

**7. Draw & Winner Selection Process:**

a. **Prize Draw:** On August 12th, 2020 at 3:00 pm ET in the city of Toronto, in the province of Ontario, at the offices of the Sponsor, one (1) entry will be randomly selected from all eligible entries received by Sponsor during the Contest Period. The entry or the contents thereof will not be judged. The contestant associated with the selected entry, and who is otherwise eligible to win, will be the selected contestant who is eligible to win the Prize subject to compliance with these Rules.

b. **Odds of Winning:** The odds of winning the Prize are dependent on the number of eligible entries received by the Sponsor during the Contest Period in accordance with these Rules.

**c. Contacting Selected Contestant:** Sponsor will contact the selected contestant by email using the information provided at the time of online entry into the contest (or on mail in entry) within two (2) days following the draw date. If the selected contestant cannot be contacted (i.e. does not reply to the email from the Sponsor or its representative) within five (5) days of the applicable draw date, then he/she may be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate selected contestant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected contestant).

**d. Declaration and Release Form; Skill-Testing Question:** In order to be declared a confirmed winner, the selected contestant must, in addition to meeting the Contest eligibility criteria and otherwise complying with these Rules, correctly answer, a mathematical skill testing question without assistance of any kind, whether electronic or otherwise, and sign and return within five (5) business days of notification by e-mail, a Declaration and Release prepared by the Sponsor which, among other things:

1. confirms compliance with these Rules;
2. acknowledges acceptance of the prize(s), as awarded;
3. releases the Releasees (as defined in Section 11) from any liability and damage which could arise out of or in any way related to the Contest and from the awarding, receipt, possession and/or use or misuse of any prize; and
4. allows the Licensees (defined in Section 9) below to use, reproduce and/or publish in any related publicity, his/her name, photograph, image, likeness, biographical information, any statements made regarding a prize, place of residence, and/or voice for advertising and promotional purposes in perpetuity and in any manner and in any medium (including the Internet), without any compensation or further attribution or notification.

If the selected contestant:

- (i) does not correctly answer the mathematical skill testing question in the manner prescribed;
- (ii) fails to return the properly executed Declaration and Release within the specified time;
- (iii) cannot accept the prize for any reason; or
- (iv) otherwise fails to comply with the Rules;

THEN HE/SHE WILL BE DISQUALIFIED (AND WILL FORFEIT ALL RIGHTS TO THE PRIZE) AND THE SPONSOR RESERVES THE RIGHT, IN ITS SOLE AND ABSOLUTE DISCRETION, TO SELECT BY RANDOM DRAW FROM AMONG ALL REMAINING ELIGIBLE ENTRIES AN ALTERNATE SELECTED CONTESTANT AS THE POTENTIAL WINNER (IN WHICH CASE THE FOREGOING PROVISIONS OF THIS SECTION SHALL APPLY TO SUCH NEW POTENTIAL PRIZE WINNER). NOTWITHSTANDING ANY OTHER PROVISION OF THESE RULES, THE SPONSOR RESERVES THE RIGHT TO DETERMINE HOW THE PRESENTATION OF A PRIZE WILL OCCUR AND THIS MAY BE EITHER IN A MEDIA EVENT, BY MAIL OR IN PERSON.

**8. Prize Delivery:** The Sponsor or its representatives will send the Prize to the confirmed Prize winner at his/her registered address. Please allow six (6) to eight (8) weeks for delivery of same.

**9. Rights Granted by you:** By entering this contest you understand that 55 Rush Inc., anyone acting on behalf of 55 Rush Inc., The Walt Disney Company (Canada) Ltd., or each of their respective parent, subsidiaries, affiliates, licensees, successors and assigns (collectively, "Licensees") will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Contest, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

**10. Terms:** The Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Contest should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest (but subject to applicable law and to the consent of the Régie des alcools, des courses et des jeux). In such case, The Sponsor may select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by The Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions.

The Sponsor has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to; multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Contest rules; or the use of bots, macros or scripts or other technical means for entering.

Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws and should such an attempt be made, The Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

**11. Limitation of Liability:** By entering you agree to release and hold harmless 55 Rush Inc., Parent Life Network, The Walt Disney Company (Canada) Ltd., and each of their respective parent, subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the "Releasees") from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any Prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

**12. Disputes:** THIS CONTEST IS GOVERNED BY THE LAWS OF CANADA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Contest, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Toronto, Ontario having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

**13. Privacy Policy:** Information submitted with an entry is subject to the Privacy Policy stated on the Parent Life Network Web Site. To read the Privacy Policy, click [here](#).

**14. Sponsor:** The Sponsor of the Contest is 55 Rush Inc., the parent company of Parent Life Network. 301-312 Adelaide St W., Toronto, ON M5V 1R2.

**15. FOR RESIDENTS OF QUEBEC:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a Prize may be submitted to the board only for the purpose of helping the parties reach a settlement.