

“Burger Bursary 2024”

Official Contest Entry Rules

THIS CONTEST IS FOR RESIDENTS OF CANADA ONLY AND WILL BE INTERPRETED AND SUBJECT TO ALL CANADIAN FEDERAL, PROVINCIAL, MUNICIPAL AND LOCAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED. NO PURCHASE NECESSARY TO ENTER OR WIN.

“Burger Bursary 2024” Contest (the “Contest”) is administered by 55 Rush Inc., parent company of the Student Life Network (the “Sponsor”). Any questions, comments or complaints regarding the Contest should be directed to the Sponsor at 300-174 Spadina Ave. Toronto, ON, M5T 2C2. By participating in this Contest, each contestant agrees to be legally bound by these Official Contest Entry Rules (the “Rules”).

1) CONTEST PERIOD

The Contest is run by the Sponsor and will take place from March 11, 2024 to April 12, 2024 at 11:59:59 p.m. ET (the “Contest Period”). Sponsor reserves their right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received applicable eligible Entries.

2) ELIGIBILITY

The Contest is open to all legal residents of Canada who:

- (i) reside in any province or territory within Canada;
- (ii) are **eighteen (18)** years of age or older as of the date of entering the Contest and who, if under the age of majority in their province or territory of residence, have received the permission of a parent or guardian, who has agreed to be legally bound by these rules, (see Section 7h) below) to enter the Contest and potentially become a winner of a prize; and
- (iii) are not officers, directors, employees, franchisees, franchisee employees, representatives or agents of the Contest Group Entities, McDonald’s Restaurants of Canada Limited (“**Prize Provider**”), any advertising or promotion agencies (including without limitation Cossette Communication Inc. and OMD Canada) providing materials and services related to the Contest, or a member of any immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related) of anyone domiciled with such officers, directors, employees, franchisees, franchisee employees, representatives or agents;

- (iv) have agreed to comply with applicable laws (including, but not limited to, laws relating to libel and obscenity), assume responsibility for their activities, and not to harass, disrupt, abuse, or invade the privacy rights of others; and
- (v) have read and accepted, and agreed to comply with these Rules, and with the Terms and Conditions for the 55 Rush Inc. found at <https://55rush.com/terms>.

For the purposes of these Rules, “**Contest Group Entities**” means the Sponsor, their respective parent, sister, affiliated and subsidiary companies, all advertising and promotion agencies (including without limitation Cossette Communication Inc. and OMD Canada) providing materials and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Contest.

3) PRIZES

- a) **Grand Prize:** There is one (1) Grand Prize (**the “Grand Prize”**) available to be won consisting of one (1) \$5,000 cheque made payable to the winner.

Estimated retail value of the Grand Prize is \$5,000.

- b) **Secondary Prizes:** There are a total of five (5) Secondary Prizes (**the “Secondary Prizes”**) available to be won, each consisting of one (1) \$1,000 cheque made payable to the winner.

Estimated retail value of each Secondary Prize is \$1,000.

Limit one (1) Prize per person.

All amounts in these Rules are in Canadian dollars. Total estimated combined value of all six (6) Prizes is \$10,000 CAD. 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 prizes or transfer/assignment of prizes to others by the winner is permitted. Acceptance of a Prize constitutes permission for the Sponsor to use the winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

4) METHODS OF ENTRY

- a. **Contest Entry (“CE”):** To enter the Contest for a chance to win a Prizes the contestant must complete either the Online Entry and Registration OR the Mail-In Entry and Registration (all as defined below) during the Contest Period.

1. **Entering to Win A Prize - Online Entry:** To enter the Contest for a chance to win a Prize online, the contestant must:

- i. Click on a 55 Rush contest email to access the Student Life Network website (the “**Contest Website**”); OR

Visit the Contest Website and login with an active Student Life Network account (“**SLN Account**”) OR create a new SLN Account. To create a new SLN Account a contestant must provide a valid email, choose a password, and then provide a full name, birth date, and home postal code. To create a new SLN Account a contestant must also agree to receive Commercial Electronic Messages (“**CEM's**”) from the Student Life Network (“**SLN**”) but may unsubscribe from such messages at any time from within any CEM sent to the contestant without affecting their entry or odds of winning in the Contest; and complete the Contest Entry Form (the “**CE Form**”). To complete the CE Form contestants must agree to the Rules. Once the CE Form is complete, the contestant must click submit. The contestant will then obtain one entry into the Contest for a chance to win a Prize.

Incomplete CE Forms or CE Forms with false information will be deemed as invalid and will be disqualified. Only fully completed CE Forms with valid information received by the Sponsor's servers during the Contest Period will be accepted for entry into this Contest.

2. **Mail-In Entry and Registration:** Alternatively, if a contestant does not wish to enter online, the contestant may enter by mail (a “**Mail-In Entry**”). To enter the Contest for a chance to win a Prize via mail, a contestant must: print his/her first name, last name, email address, age, telephone number, complete mailing address (including postal code), signature and request to be registered and entered into the Contest 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, Student Life Network, 300-174 Spadina Ave. Toronto, ON, M5T 2C2, Attn: Burger Bursary 2024 Contest. Upon receipt and verification of a contestant's request in accordance with these Rules, the contestant will receive one (1) entry into the Contest. To be eligible, all Mail-In Entry requests must be postmarked during the Contest Period in a separate envelope bearing sufficient postage. The Releasees (defined below) will not be responsible or liable for any lost, stolen, delayed, illegible, damaged, misdirected, insufficient postage, late or destroyed Mail-In Entry requests.

Eligible CE Forms and Mail-In Entries are collectively referred to as “**Entries**” in these Rules. There is a limit of (10) ten Entries a contestant can submit during the Contest Period, regardless of method of entry.

- b. **Multiple Registrations Not Permitted:** Contestants can only use the Contest Website (or its iframe) 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 register for the Contest more than one (1) time using (or attempting 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 this Contest is prohibited and is grounds for disqualification. **One Registration Per Person:** For greater certainty, no contestant may register for the Contest more than once regardless of the method of participation, but once registered, there is no limit to the number of Entries a contestant can submit during the Contest Period.

5) DRAW & WINNER SELECTION PROCESS

- a. **Grand Prize Draw:** On or about April 19, 2024 at 2:00 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 contestant associated with the selected entry, and who is otherwise eligible to win, will be the selected contestant who is eligible to win the Grand Prize subject to compliance with these Rules.
- b. **Secondary Prize Draws:** Immediately following the Grand Prize Draw, in the city of Toronto, in the province of Ontario, at the offices of the Sponsor, **five (5)** entries will be randomly selected from all eligible entries received by Sponsor during the Contest Period. The contestants associated with the selected entries, and who are otherwise eligible to win, will be the selected contestants who are eligible to win the Secondary Prizes subject to compliance with these Rules.
- c. **Odds of Winning:** The odds of winning a Prize are dependent on the number of eligible entries received by the Sponsor during the Contest Period in accordance with these Rules.
- d. **Contacting Selected Contestant(s):** The winner(s) will be notified via email within two (2) days following the winner selection. The Sponsor shall have no liability for the winner(s)' failure to receive notices due to winner(s)' spam, "other" inbox or other security settings or for winner(s)' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the Prize within five (5) days from the time award notification was sent, does not correctly answer the mathematical skill-testing question in the manner prescribed, or fails to timely return a completed and executed Declaration and Release as required, the Prize may be forfeited and an alternate

winner selected.

The receipt by the winner of the Prize offered in this Contest is conditioned upon compliance with any and all federal and provincial/territorial laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

- e. **Declaration and Release Form; Skill-Testing Question:** In order to be declared a confirmed winner, the selected contestant (or, if he or she is a minor in his/her province or territory of residence, his/her parent or legal guardian) 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 5 business days of notification by email, a Declaration and Release prepared by the Sponsor which, among other things:
- i. confirms compliance with these Rules;
 - ii. acknowledges acceptance of the Prize, as awarded;
 - iii. releases the Releasees (as defined below) 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
 - iv. allows the Licensees (as defined 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.

6) PRIZE DELIVERY

Prize Delivery: The Sponsor or its representatives will deliver the Prizes to the confirmed winners at the registered address provided on the Declaration and Release. Please allow six (6) to eight (8) weeks for delivery.

7) GENERAL TERMS AND CONDITIONS

- a. **Verification of Entries:** The Sponsor reserves the right, in its sole and absolute discretion, to verify or require proof of identity and/or eligibility (in a form acceptable to the Sponsor) from any contestant in this Contest, or purportedly earned, by such contestant to be considered valid for the purposes of this Contest. Contestants whose entries cannot be verified to the satisfaction of Sponsor in its sole and absolute discretion may be disqualified from the Contest and will not be eligible to win any prize. The sole determinant of the time for the purposes of a valid registration and/or entry in this Contest will be the Contest server machine(s) in Eastern Time.

b. **No Liability:** The Releasees (defined below) will not be liable for: (i) any failure of the Contest Website, Sponsor servers or other 55 Rush Inc. sponsored sites during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any CE Form or Mail-In Entry to be received by the Sponsor for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to a contestant's, or any other person's computer related to or resulting from participating or downloading any material in the Contest; and (v) any combination of the above.

c. **Acceptance of Prizes:**

1. All Prizes must be accepted as awarded and are not transferable, assignable or convertible to cash (except in Sponsor or the Prize Provider's sole and absolute discretion);
2. The costs of everything not specifically stated as included in the Prizes are the sole responsibility of the winner;
3. If the winner does not utilize any part(s) of his/her Prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place;
4. Sponsor and Prize Provider reserve the right at any time to:
 - i. Place reasonable restrictions on the availability or use of the Prizes or any component thereof; and
 - ii. Substitute a Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor or Prize Provider's sole discretion, a cash award;

iii. By accepting a Prize, the winner agrees to waive all recourse against the Releasees (as defined below) if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

- d. **Number of Prizes/Winners:** By entering the Contest, each contestant acknowledges that the Sponsor shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Rules.
- e. **Termination of Contest:** The Sponsor reserves the right, in its sole and absolute discretion, to void any entry and/or withdraw, suspend, amend or terminate this Contest in whole or in part (or to amend these Rules) in any way at any time without prior notice, 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, in the Sponsor's sole discretion determines, interferes with the proper conduct of this Contest as contemplated by these Rules, or in the event of any accident, printing, administrative, or other error or any kind, or for any other reason. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the person will be automatically disqualified and the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor 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 contestant 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 Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

- f. **Release and Exclusion of Liability.** By entering or attempting to enter the Contest, each contestant and/or purported contestant agrees to release, discharge, and forever hold harmless the Contest Group Entities, McDonald's Restaurants of Canada Limited (as the Prize Provider) and each of the foregoing entities'

respective officers, directors, employees, franchisees, franchisee employees, shareholders, agents and other representatives (collectively, the "**Releasees**") from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the contestant's participation or attempted participation in the Contest, compliance or non-compliance with these Rules and acceptance, use or misuse of any Prize. The Releasees will not be responsible for lost, incomplete, late or misdirected Entries or for any failure of the Contest Website during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest.

- g. **Minors:** For greater certainty, where the selected contestant is under the age of majority in his/her province or territory of residence, as a pre-condition to the selected contestant being declared the winner and receiving a Prize, the parent or legal guardian of the selected contestant must consent in writing to the selected contestant being declared a winner and receiving a Prize and must also sign and return to the Sponsor the Sponsor's form of Declaration and Release.

- h. **Name/Image of Winners:**

1. By entering the Contest, each contestant:

- v. authorizes the Sponsor, its affiliated and subsidiary companies, and the Prize Provider (collectively, "**Licensees**") to use, reproduce and/or publish in any related publicity, his/her name, photograph, image, likeness, biographical information, any statements they make 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), globally, without any compensation or further attribution or notification;

vi. agrees that anything created by the Licensees which is derived from the contestant's voice, photograph, image, likeness or any statements the contestant make regarding a Prize, is owned by the Licensees, as applicable; and

vii. on his/her own behalf, and on behalf of his/her heirs, executors, administrators, personal representatives, next-of-kin, successors and assigns, hereby releases and discharges the Releasees (as defined above) from and against any and all claims (whether known or unknown, in law or in equity) that he/she or any of his/her heirs, executors, administrators, successors, or assigns may have or that may later accrue against any of the Releasees for any damage, loss, liability, costs, legal fees, expenses or injury based on publicity rights, defamation, libel, slander, portrayal in a false light, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related cause of action arising out of or relating directly or indirectly in any way to the Entry, contestant's name, photograph, image, likeness, biographical information, any statements they make regarding a Prize, place of residence, and/or voice.

2. Subject to subsection (i) above, if a contestant has any questions or does not wish the Sponsor to use any or all of his/her name, photograph, image, likeness, biographical information, any statements made regarding a Prize, place of residence, and/or voice for purposes other than Contest administration, please contact the Sponsor at 300-174 Spadina Ave. Toronto, ON, M5T 2C2.

- i. **Dispute** – In the event of a dispute regarding who submitted an Entry, an Entry will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of contestant's registration for the Contest. "**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. A contestant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected Entry.

- j. **Personal Information:** By entering this Contest, each contestant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (<http://accountsstudetlifenetw.com/privacy>), unless the contestant otherwise specifies by giving Sponsor notice in writing. In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, these Rules shall prevail, govern and control.

- k. **Sponsor's Decisions:** This Contest is subject to all applicable federal, provincial, municipal and local laws and regulations. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all contestants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of contestants and entries.

- l. **McDonald's Canada, Cossette Communication Inc., OMD Canada, Meta/X or any Social Media Disclaimer (i.e. YouTube etc):** The Contest is in no way sponsored, endorsed, administered by, or associated with Meta, X or any Social Media nor is it sponsored, endorsed or administered by **McDonald's Restaurants of Canada Limited, Cossette Communication Inc., OMD Canada** (collectively, "**Third Parties**"). Each contestant acknowledges that he/she provides his/her information to the Sponsor and not to any Third Parties. The information a contestant provides to Sponsor will only be used for the administration of this Contest and in accordance with the Sponsor's privacy policy located at <https://55rush.com/privacy>. All Third Parties are completely released of all liability by each contestant in this Contest. Any questions, comments or complaints regarding the

Contest must be directed to the Sponsor and not to any Third Party.