

Vachon "The Family Roadtrip" Contest

Contest Rules

- 1.** The Contest is held by Vachon Bakery Inc. (the "Contest Organizer"). The Contest runs from March 20, 2017 at 0:00:00 a.m. to June 20, 2017 at 11:59:59 p.m. (the "Contest Period").

ELIGIBILITY

- 2.** The Contest is open to residents of Canada who have reached the age of majority in their province of residence at the time of entry. Employees, representatives and mandataries of the Contest Organizer, of any company, corporation, trust, or other legal entity controlled by or affiliated with the Contest Organizer, their advertising and promotional agencies, suppliers of materials and services related to this Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and any individual with whom such employees, representatives and mandataries are domiciled are not eligible. To enter this Contest, your Internet browser must be set to accept cookies.

HOW TO ENTER

No purchase necessary

- 3.** To enter, purchase a Vachon product (the "Participating Product") bearing a sticker (the "Sticker"). Cut out and open the sticker. You will find a unique code (the "Unique Code").
- 4.** To enter the draw, proceed as follows:
 - 4.1** Go to www.vachonroadtrip.ca (the "Website"). Click on "Already registered?" at the top of the page, enter your email address in the field provided for this purpose and click on "Log in" to enter the Contest;
 - 4.2** If you are entering the Contest for the first time, fill out the electronic entry form (the "Entry Form") by providing your email address, a confirmation of your email address, your first name, last name, province and telephone numbers, including area code, where you can be reached during the day and in the evening. You must also declare that you have read and accepted all of the conditions of the Contest Rules by checking the corresponding box. Click on "Next step";
 - 4.3** Enter your Unique Code in the field provided for this purpose. You may enter up to six (6) different Unique Codes per day. Click on "Send". You

will obtain one (1) chance of winning for each Unique Code you enter (the "Entries").

- 4.4** In addition, once you reach the level of three submitted Unique Codes, you will obtain the "Vacationer" badge, which gives you two (2) additional chances of winning. Once you reach the level of five Codes, you will obtain the "Traveller" badge, which gives you another three (3) additional chances of winning, and when you reach the level of ten Codes, you will obtain the "Globe Trotter" badge, which gives you another five (5) additional chances of winning. The maximum number of additional chances that can be obtained is ten (10). After ten (10) submitted Unique Codes, the chances of winning increase at a ratio of one (1) chance of winning for each valid Unique Code.
- 4.5** A confirmation message will appear to confirm your entry.
- 5. No purchase necessary.** To enter the Contest without a purchase, legibly write an original handwritten letter containing at least fifty (50) words explaining why you would like to win the prize, along with your last name, first name, complete address, including Postal Code, telephone numbers, including area code (the "No Purchase Entry Request") and email address. You must sign and post the letter in an envelope bearing sufficient postage, such that it is sent no later than June 20, 2017, with the postmark bearing proof thereof, to the following address: The Family Roadtrip Contest, 85 rue St-Paul Ouest, Suite 120, Montreal QC H2Y 3V4. Otherwise, your letter will be void. Following the receipt and validation of the No Purchase Entry Request, a representative of the Contest Organizer will send an email to the entrant with one or more Unique Codes, as the case may be. If the No Purchase Entry Request is received after June 18, 2017, the representative of the Contest Organizer will directly enter the Unique Code(s) chosen at random on behalf of the entrant in order to enter said entrant in the draw. Entries obtained pursuant to this clause also count toward the badges and the corresponding additional chances mentioned above, in the same way as entries with purchase. Each original handwritten letter can only be used once to request a No Purchase Entry.
- 6. Entry limits.** Entrants must respect the following limits. Otherwise, they may be disqualified.

 - 6.1** Each Unique Code may be used only once during the Contest Period.
 - 6.2** A maximum of six (6) different Unique Codes per day per entrant;
 - 6.3** Only one (1) email address per entrant, if an entrant has more than one;
 - 6.4** One (1) No Purchase Entry Request per duly stamped envelope.

PRIZE

7. The prize consists of a \$5,000 credit to be used for renting an RV and \$5,000 in spending money, awarded by check.
8. The following terms and conditions apply to the prize:
 - 8.1 The credit must be used at the rental agency designated by the Contest Organizer, at its discretion, taking into consideration the winner's place of residence;
 - 8.2 The issuance and use of the credit are subject to all conditions and restrictions that may be indicated by the rental agency designated by the Contest Organizer, including but not limited to the minimum age for renting a vehicle. For example, specific conditions and restrictions may apply to people under the age of 25;
 - 8.3 The winner must hold a valid driver's licence in Canada at the time when he/she picks up the vehicle, and must obtain any insurance required by the rental agency;
 - 8.4 The credit must be used on a single occasion. In the event that the rental price for the chosen vehicle (taxes, insurance, excess mileage charges and any other fees) exceeds the value of the credit, the winner is responsible for paying the difference directly to the rental agency. If, on the contrary, the cost of renting the chosen vehicle (taxes, insurance, excess mileage charges and any other fees) is less than the value of the credit, no reimbursement or compensation will be granted, and the balance will be canceled;
 - 8.5 All other fees or expenses, such as licence fees, fuel expenses, fees related to any fines, regular maintenance costs and taxes other than those applicable to renting the vehicle, shall be at the winner's expense, and may be paid out of the \$5,000 awarded by check;
 - 8.6 The credit is valid for one year from the date of issue.
9. **Odds of winning.** The odds of an entrant's entry being selected for the prize depend on the number of eligible entries registered during the Contest Period and of the number of additional chances obtained by each entrant.

DRAW

10. One (1) draw will be held at the office of the agency in charge of conducting the Contest, located in Montreal, at 10:00 a.m. on July 1, 2017. One eligible entry will be selected at random from among all registered entries.

AWARDING OF PRIZE

- 11.** To be declared a winner, a selected entrant must:
 - 11.1** be reached by phone or email, at the Contest Organizer's sole discretion, within five (5) days after the draw. If a selected entrant is reached by email, he/she must reply in accordance with the instructions contained in the email, as applicable. If an email prize notification is returned as undeliverable, the Contest Organizer shall have the right to disqualify the entrant's entry or to try to reach him/her by phone, at its entire discretion;
 - 11.2** correctly answer the mathematical skill-testing question that appears on the form mentioned hereafter;
 - 11.3** fill out and sign the declaration and release form (the "Declaration Form") that the Contest Organizer will send to him/her by email to confirm that he/she has fulfilled all of the requirements of these Contest Rules, and return a scanned copy of the duly completed and signed Form to the Contest Organizer by email, such that it is received within five (5) business days after its receipt by the entrant;
- 12.** Subject to compliance with all of the terms and conditions mentioned herein, the Contest Organizer shall contact the winner within two (2) to four (4) weeks following receipt of the Declaration Form.
- 13.** Failure to comply with any of the conditions mentioned in these Contest Rules, or to accept the prize, will cause the selected entrant to be disqualified. In such a case, the Contest Organizer may, at its sole discretion, cancel the prize or hold a new draw until an entrant is selected and declared a winner.

GENERAL CONDITIONS

- 14. Verification.** All documents allowing entry into the Contest and all Declaration Forms are subject to verification by the Contest Organizer. Any document that is incomplete, illegible, mutilated, fraudulent, registered or submitted late, that bears an invalid email address or phone number, does not bear the correct answer to the mathematical skill-testing question or is otherwise noncompliant, as the case may be, shall be rejected and shall not entitle the entrant to an entry or the prize, as the case may be.
- 15. Disqualification.** The Contest Organizer reserves the right to disqualify any person or to cancel one or several entries from any person who participates or attempts to participate in this Contest using methods that do not comply with these Contest Rules or that are unfair to other entrants (e.g.: entries exceeding

the authorized limit). Such a person may be reported to the appropriate legal authorities.

- 16. Conduct of the Contest.** Any attempt to deliberately damage any website related to the Contest or to sabotage the legitimate conduct of the Contest constitutes a violation of civil and criminal laws. Should there be any such attempts, the Contest Organizer reserves the right to reject the entrant's entries and obtain legal or equitable relief pursuant to applicable laws.
- 17. Acceptance of the prize.** The prize must be accepted as described in these Contest Rules, and may not, under any circumstances, be transferred, in whole or in part, to another person, replaced by another prize or exchanged for cash, except as provided for in the section below.
- 18. Substitution of the prize.** In the event that it is impossible, difficult and/or more costly for the Contest Organizer to award the prize (or a portion thereof) as described in these Contest Rules, including but not limited to the application of certain conditions and restrictions that may be indicated by the prize supplier, the Contest Organizer reserves the right to award a prize (or portion thereof) of the same kind and of equivalent value or the cash value of the prize (or portion thereof) as indicated in the Contest Rules, at its sole discretion.
- 19. Warranty limitation: use of the prize.** By entering the Contest, an entrant releases and holds harmless the Contest Organizer, any company, corporation, trust or other legal entity controlled by or affiliated with it, their advertising and promotional agencies and their employees, representatives and mandataries (the "Released Parties") from and against any damages resulting from the acceptance or use of the prize.
- 20. Services.** The prize winner acknowledges that, from the moment when he/she receives the letter confirming the prize, the performance of the services related to the prize is the sole responsibility of the supplier.
- 21. Website.** The Contest Organizer does not warrant that access to or use of any website related to the Contest will be uninterrupted or error-free during the Contest Period.
- 22. Liability limit: conduct of the Contest.** The Released Parties disclaim all liability for any of the following that may limit or prevent any entrant's participation in the Contest: malfunctioning of any computer component, software or communication line; loss or lack of a communication network; or any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network. The Released Parties also disclaim all liability for any damages or losses that may be caused, either directly or indirectly, in whole or in part, by the downloading of any Web page or software, or by the transmission of any information related to participation in the Contest.

- 23. Defective sticker.** Subject to the foregoing, if a sticker has a manufacturing defect (i.e.: it does not have the essential characteristics outlined in these Contest Rules and does not allow the entrant to enter the Contest), the responsibility of the Contest Organizers is limited to replacing the defective sticker by proceeding in the same manner as described in Section 5 for No Purchase Entry Requests.
- 24. Modification of the Contest.** The Contest Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Contest, either in whole or in part, should any human intervention or event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided for in these Contest Rules, subject to approval by the *Régie des alcools, des courses et des jeux du Québec*, as applicable.
- 25. Termination of participation in the Contest.** In the event that the computer system does not work as planned during the Contest Period for whatever reason, or if participation in the Contest must be terminated, either in whole or in part, before the closing date provided for in these Contest Rules, the prize may be awarded at random from among the entries that have been duly registered up to the date of the event that ends participation in the Contest.
- 26. Prize limit.** In no event shall the Contest Organizer be required to award more prizes than indicated in these Contest Rules, or to award a prize otherwise than in compliance with these Contest Rules.
- 27. Liability limit: participation in the Contest.** All persons who enter or attempt to enter this Contest release the Released Parties from any liability for any damages that these said persons may incur as a result of their entry or attempt to enter the Contest.
- 28. Authorization.** Any entrant who is selected for a prize authorizes the Contest Organizer and its representatives to use his/her name, photo, likeness, voice, place of residence and/or statement regarding a prize for publicity purposes, as required, without any form of compensation.
- 29. Communication with entrants.** No communication or correspondence related to this Contest shall be exchanged with entrants, except as provided for in these Contest Rules or at the initiative of the Contest Organizer.
- 30. Personal information.** Personal information pertaining to entrants that is collected for the purposes of the Contest shall only be used to administer the Contest. No commercial or other communication that is unrelated to the Contest will be sent to entrants, unless they have otherwise agreed to receive such communication.
- 31. Property.** Declaration Forms are the property of the Contest Organizer, and shall not be returned to entrants in any case.

- 32. Identification of the Entrant.** For the purposes hereof, the entrant is the person whose name appears on the entry form, or the person who clearly identifies him/herself to the Contest Organizer when submitting a No Purchase Entry Request in accordance with the instructions contained herein. It is to this person that the prize will be awarded if he/she is declared a winner, as the case may be.
- 33. Contest Organizer's decision.** Any decision rendered by the Contest Organizer or its representatives regarding this Contest is final and without appeal, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.
- 34. Litigation.** For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* for the purpose of helping the parties reach a settlement.
- 35. Unenforceability.** If a section of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.
- 36. Language.** In case of any discrepancy between the French and English versions of these Contest Rules, if a French version is available, the French version shall prevail.

For any questions concerning these Contest Rules or the Contest, please contact us, at vachonroadtrip@criagence.ca.