



Business and Tourism Development

Town of High River Mural Contest – 2010

Rules and Regulations

THE CONTEST: From June 1st, 2010 through to August 31, 2010, THE TOWN OF HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT DEPARTMENT will promote the 2010 MURAL CONTEST, by means of PRINT ADVERTISING, WEBSITE, THE VISITOR INFORMATION CENTRE AND RADIO the opportunity to submit entries to win one (1) grand prize valued at approx \$350.

ELIGIBILITY: In order to submit an entry, YOU MUST BE 18 YEARS OF AGE OR OLDER, and a RESIDENT OF ALBERTA. Any individuals (excluding but not limited to Town employees, consultants, independent contractors, and interns) who have, within the past (12) twelve months, performed services for THE TOWN OF HIGH RIVER or any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the contest or supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are NOT ELIGIBLE to enter TOWN OF HIGH RIVER'S MURAL CONTEST. Any individuals, household members, including immediate family, town employees, directors and managers of the TOWN OF HIGH RIVER COMMUNICATION DEPARTMENT OR BUSINESS AND TOURISM DEVELOPMENT DEPARTMENT are NOT ELIGIBLE to win. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses. "household members" shall mean people who share the same residence at least three months in one calendar year.

HOW TO ENTER: One (1) entry per person online, through the link provided at www.highrivertourism.ca. Downloadable forms will be available on www.highrivertourism.ca for use to take on the walking Mural tour, however all entries must be made online. Only 100% correctly answered entries will be entered into a draw made at the HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT office on Tuesday September 7th. All contest entries become the property of HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT and will not be returned, and may be used by HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT for any purpose and in any media in perpetuity.

HOW TO WIN: Winner will be randomly drawn from correct entries on Tuesday September 7th at the HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT office. In the event that the original winner does not meet official rules or eligibility requirements, he/she forfeits the prize, THE TOWN OF HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT DEPARTMENT will award the prize to first alternate. Process will continue until the prize is awarded. Decision of HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT DEPARTMENT is final. Prize winner will be notified by phone and/or mail and must meet all eligibility requirements. By entering, each contestant agrees to be bound by the rules. THE TOWN OF HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT DEPARTMENT, its promotional agents and contest co-sponsors are not responsible for illegible, lost, delayed or misdirected entries, errors on entries, busy phone signals, or incomplete entries.

PRIZE: Approximate total value of the grand prize will be \$350. There are no other prizes.. The prize won is non-transferable. There may be no cash or other substitutions of prizes by winner. However, THE TOWN OF HIGH RIVER BUSINESS AND TOURISM DEVELOPMENT DEPARTMENT reserves the right to substitute similar prizes of equal or lesser value in the event the Grand Prize is unavailable for any reason. Individual is solely responsible for all applicable federal, state and local taxes with respect to entire prize. Winner must sign an Affidavit of Eligibility, Release and Indemnification Form ("The Form") that: a) releases, indemnifies and holds harmless THE TOWN OF HIGH RIVER BUSINESS AND TOURSIM DEVELOPMENT DEPARTMENT its parent, affiliated, subsidiary and successor companies, and its respective officers, directors, employees, agents, and representatives, advertising agencies and promotional sponsors (collectively the "Release") from and against any and all harm, expense, liability or injury that may be sustained relating to or arising from participation in the contest or acceptance or use of the prize; and b) authorizes the Release to use the winner's name, likenesses, photographs, voices and biographical data for any purpose, in any media, unless prohibited by law. The prize will not be released until THE TOWN OF HIGH RIVER BUSINESS AND TOURSIM DEVELOPMENT DEPARTMENT receives all required documents. In the event of prize forfeiture, the winner forfeiting the prize will sign a Prize Forfeit Form and return to THE TOWN OF HIGH RIVER BUSINESS AND TOURSIM DEVELOPMENT DEPARTMENT within ten (10) days of receiving the form.