



Earn, Burn and Learn

School-based Calgary Marathon, AstraZeneca Family Walk or Run Participation Contest

PRESENTED BY AstraZeneca

(“CONTEST”)

CONTEST PERIOD:

Contest begins **on February 1, 2015 at 12:00 p.m. (noon)** Mountain Time (MT) and ends on:

Final Registration Deadline – May15th, 2015 at 4:00 p.m. MT.

(the “**Contest Period**”)

ELIGIBILITY:

The Contest is open to school teams made up of students, parents, siblings and anyone who chooses to run on behalf of a school in all Divisions in the Calgary District and outlying area who are otherwise eligible to participate in the AstraZeneca Family 5K run as part of the Calgary Marathon (the “**Race**”). (Each eligible school team referred to as a “**School Team**”). The general eligibility requirements for participation in the Race are as follows: (i) runners must be in good health and sign the necessary waivers prior to participation. Students who are under the age of 16 must have a parent or legal guardian sign the necessary waivers. Each school may only enter one (1) School Team. Employees, agents and representatives (and those with whom such persons are domiciled) of AstraZeneca Canada Inc. (the “**Sponsor**”), its advertising and promotion agencies and the Contest judges (collectively, the “**Contest Parties**”) are not eligible to enter as part of a School Team into the Contest.

HOW TO ENTER:

Each eligible School Team that signs up for the Race during the Registration Period will automatically be entered into the Contest. To register, each member of the team must enter themselves online using the link at http://www.eventsonline.ca/events/calgary_marathon/, select AstraZeneca 5KM Walk & Run from the drop-down list, select “Yes” to be running with a team for the AstraZeneca contest, and choose the particular school from the drop-down choices. If the name does not appear on the list, individuals can contact

schoolcontest@calgarymarathon.com to get the school added. The person then follows the online form to enter the rest of the registration information.

ENTRY WITHOUT PURCHASE:

For entry into the Contest without registering for the Race, all members of an eligible School Team must hand print their full name and complete name and mailing address of their school on a plain white piece of paper along with a 250 word or more, unique and original, handwritten essay on “why your school deserves the prize” (each an “Essay”). Each member of a School Team must handwrite his/her own unique and original Essay. No facsimiles of handwritten copies will be accepted. All Essays for a School Team must be submitted together in the same envelope, and mailed with sufficient postage to 350 Evanston Drive NW, Calgary, Alberta T3P 0E2. To be eligible for the Team Prize and In-School Captain Award, each School Team’s envelope must be post-marked during the Contest Period and/or received by no later than May 1, 2015.

THE PRIZES AND APPROXIMATE VALUES:

There is:

- one (1) Team Prize available to be won by a school with confirmed populations of 1 to 499
- and one (1) Team Prize available to be won by a school with confirmed population of 500 – 999
- and one (1) Team Prize available to be won by a school with confirmed population of 1,000+

Each Team Prize consists of \$3,000 to be awarded to the school and to be applied towards fitness-related equipment or third-party fitness programming, as deemed appropriate and outlined in the registration package (approximate value of each Team Prize is CDN\$3,000). As a condition of receiving a Team Prize, each winning School Team may be required to submit information and details to Sponsor regarding how it intends to spend the prize money. The odds of winning a Team Prize depend on the number of eligible School Teams in each category that have entered during the Contest Period and the number of participating students in each School Team.

There is also:

- One (1) In-School Captain Award available to be won in each category for the In-School Captain which consists of a \$500 gift card to the Running Room (approximate value of each In-School Captain Award is CDN\$500).

Gift card is subject to applicable terms and conditions. The odds of winning an In-School Captain Award depend on the number of eligible School Teams in each category that have entered during the Contest Period and the number of participating students in each School Team.

Prizes must be accepted as awarded, are not transferable or convertible to cash. No substitutions except at Sponsor’s option. Sponsor reserves the right to substitute a prize or a component thereof with one of equal or greater value.

WINNER SELECTION:

The School Teams that are eligible to win a Team Prize, and In-School Captains eligible to win an In-School Captain Award, will be determined on or about May 15th, 2015 from among all eligible School Teams that entered during the Contest Period. The Teams within the described categories with the highest total number of kilometres registered, will be each be eligible to win a Team Prize.

EXAMPLE:

For example, a school who has 2 individuals running 5K race; 3 individuals running the 10K race; and 4 individuals running the marathon would have a total of:

$$2 \times 5 = 10 \text{ kms}$$

$$3 \times 10 = 30 \text{ kms}$$

$$4 \times 42.2 = 168.8 \text{ kms}$$

TOTAL = 208.8 kms

All distances are eligible for the total kilometres calculated.

In-School Captain Awards will be awarded to the In-School Captain of each School Team confirmed as a winner of a Team Prize. All prizes will be awarded within 90 days of notification and receipt of necessary documents.

Total kilometres will be calculated based on the number of kilometres of the race selected and as registered in the official online Calgary Marathon registration system and, not as actually completed on race day. Each registrant who selects the school, whether or not they attend or are affiliated with the school in any tangible way, will have their kilometres counted towards the total number of kilometres for the school.

Official school population of the School Team will be provided initially by the school and then confirmed with a phone call or email conversation with the school board within which the school operates.

The Sponsor or its designated representative will make three (3) attempts to contact a designated school representative (e.g. captain) of the School Team that has been determined to be eligible to win a prize by telephone within ten (10) business days of the determination. If the designated representative: (i) cannot be contacted within three (3) attempts or ten (10) business days (whichever occurs first); or (ii) there is a return of any notification as undeliverable; then the School Team will be disqualified from the Contest, will not receive a prize, and the next highest ranking School Team will become eligible for the applicable prize.

Before being declared a winning School Team or winning In-School Captain, the designated representative of the potentially winning School Team or the potentially winning In-School Captain, as applicable, will be required to: (a) correctly answer a time limited mathematical skill-testing question without mechanical or other aid; and (b) to have the appropriate school signatory, or In-School Captain or his/her parent or legal guardian if under the age of majority, as applicable, sign and return within ten (10) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Contest Rules and acceptance of the prize as awarded; (ii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with this Contest, the School Team's

participation therein and/or the awarding and use/misuse of a prize or any portion thereof; and (iii) agrees to the publication, reproduction and/or other use of the school's name, photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet. **The potentially winning School Team will also be required to submit information and details, at the request of Sponsor or its representatives, regarding the proposed allocation of the prize money.** If the designated representative of the potentially winning School Team, or the potentially winning In-School Captain, as applicable: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; or (c) is otherwise not in compliance with these Contest Rules, then the School Team and/or In-School Captain will forfeit the prize and an alternate School Team and/or In-School Captain will be selected as described above.

GENERAL CONDITIONS:

All entries become the property of the Sponsor, which assumes no responsibility for lost, delayed, incomplete or misdirected entries. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries and entrants.

By entering the Contest, entrants agree to release and hold harmless the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with the Contest or participation in any Contest-related activities or, if declared a winner, the receipt, use or misuse of any prize. The Sponsor reserves the right to cancel, amend, modify or terminate the Contest or these Contest Rules at any time in its sole discretion and without further notice. Entrants must comply with these Contest Rules and will be deemed to have read and understood these Contest Rules if he/she participates in the Contest.

PERSONAL INFORMATION

The Personal Information collected in connection with the Contest will be used for the purposes of administering the Contest, including contacting potential winning School Team representatives and In-School Captains. **Provided information, materials and photographs may be used by Sponsor in the promotion of this Contest in future years or to ensure that the guidelines for spending of the prize money was followed.**