



April 2, 2012
WWF-Canada
22nd Annual Canada Life CN Tower Climb for WWF-Canada Contest
Official Rules

22nd Annual Canada Life CN Tower Climb for WWF-Canada

Prize - Trip for Two to Churchill, Manitoba

CONTEST RULES

ALL ENTRANTS AGREE TO COMPLY WITH THESE RULES

THE CONTEST:

The 22nd Annual Canada Life CN Tower Climb for WWF-Canada (the "Contest") begins at 12:00:01 AM (ET) on January 1, 2012 and ends at 11:59:59 PM (ET) on April 18, 2012 (the "Contest Period"). World Wildlife Fund Canada (WWF-Canada or the "Sponsor") reserves the right to terminate the Contest and, at its sole discretion, award no Prize if events beyond its reasonable control make continuation not feasible. The Sponsor also reserves the right to amend these rules unilaterally and without notice to entrants.

THE PRIZE:

One (1) prize (the "Prize") will be awarded: a one day Polar Bear Adventure to Churchill, Manitoba. Includes economy round-trip airfare for two people departing from Winnipeg James Armstrong Richardson International Airport to Churchill, 2 nights accommodation in a standard room in Winnipeg based on double occupancy at Four Points by Sheraton. Does not include meals, beverages and daily activities in Winnipeg. All meals and daily activities in Churchill are included. The approximate retail value of the Prize is \$3,300 (CDN)

Travel must be completed by December 31, 2012. Booking is subject to availability of flights and hotel accommodation, blackout periods, government restrictions and regulations, hotel, airline, airport and other transportation restrictions and regulations (see Terms and Conditions below). The winner and his/her travel guest must each have the appropriate identification required for airport check-in and will be responsible for any travel documents required for travel, if required, at their own expense. The winner and his/her travel guest must depart from and return to the same airport and travel on the same itinerary, and are responsible for ground transfers to and from their residence to the departure airport, all departure taxes (at the time of booking, see terms and conditions below) and or other applicable taxes, travel and medical insurance, meals and beverages not specified above including but not limited to room service and mini-bar charges, tips and gratuities, hotel services (if any), merchandise and souvenirs, local and long distance telephone calls, items of a personal nature, additional spending money, incidentals and all other costs and expenses of any kind or nature whatsoever not specifically stated as included herein. No frequent flyer miles will be awarded.

Once made, travel arrangements are final and cannot be changed except in the Sponsor's sole discretion. If the winner and his/her guest are unable to travel during the designated dates booked, the Prize or some portion thereof may be forfeited. The Prize must be accepted as awarded without substitution and is not transferable, not for resale and has no cash surrender value. The Sponsor reserves the right, in the event that the Prize or any component of the Prize cannot be awarded as described for any reason, to substitute another Prize or component of a Prize of equal value, without liability.

WWF-Canada is not acting as an agent of Frontiers North Adventures.

TERMS AND CONDITIONS:

1. Reservations must be made at least thirty (30) days prior to departure.
2. All expenses other than as specifically stated as being included, including all applicable taxes and fees, seat selection and personal expenses are at the expense of the winner.
3. The trip must take place before and be completed by December 31, 2012.
4. **BLACK-OUT PERIODS:** The trip (in whole or in part) cannot take place between January 1, 2013 and October 10, 2013 or November 19, 2013 to April 30, 2014.
5. In case of unforeseen circumstances, Frontiers North Adventures or the airline reserve the right to change travel dates, after informing the winner.
6. The period of validity may not be extended. The prize is neither exchangeable nor refundable it cannot be resold and has no cash value.
7. The winner and his/her travel companion are responsible for obtaining adequate and valid travel documents, and eventually travel insurance, at their own expense.
8. Departure and return dates, as well as flights must be the same for both persons travelling.

TO ENTER THE CONTEST: There are two (2) ways to enter the Contest:

If you are under the age of majority you must have your parent or legal guardian complete the entry on your behalf. Your parent or legal guardian must complete the entry with your full name and age and his/her complete address and daytime telephone number, and then print and sign his/her name.

1. Visit www.wwf.ca/cntower and complete the online registration for the 22nd Annual Canada Life CN Tower Climb for WWF-Canada which will take place on Thursday, April 19 and Saturday, April 21, 2012 at the CN Tower in Toronto, Ontario. Any eligible person, who successfully registers with payment as outlined below, will be automatically entered into the Contest. For the **Public climb**, raise \$100.00 (CDN) for your first ballot entry, inclusive of minimum pledge amount of \$75.00 (CDN), but exclusive of the registration fee of \$25.00. Then qualify for more ballots for each additional \$100.00 (CDN) raised, prior to 11:59:59 PM (ET) on April 18, 2012 (the "Contest Closing Date"). For the **Team Challenge**, raise \$100.00 (CDN) as an individual for your first ballot entry, inclusive of minimum pledge amount, \$250.00 (CDN). All payments must be submitted to WWF-Canada for the Canada Life CN Tower Climb during the Contest Period, provided that WWF-Canada has received the pledged donations on that person's behalf through the online pledging system (www.wwf.ca/cntower) or donations submitted via cash/cheque/credit card over the phone 416-484-7700 or by mail/courier to 410-245 Eglinton Ave. East, Toronto, ON M4P 3J1. If WWF-Canada has not received the minimum amount of \$250.00 (CDN), or if the payment is received after the Contest Closing Date, he or she will be disqualified (in which case there will be no entry into the Contest).

OR

2. On a plain piece of paper, print your full name, complete mailing address (including postal code), daytime telephone number (including area code), date of birth, email address (if applicable), include an essay at least 1,500 words about the effect of climate change on Polar Bear's habitat and mail bearing sufficient postage to: The 22nd Annual Canada Life CN Tower Climb for WWF-Canada Contest, WWF-Canada 410-245 Eglinton Avenue East, Toronto, Ontario, M4P 3J1. Limit one contest entry per original essay. Essays must be post-marked no later the Contest Closing Date and received by Wednesday, April 18, 2012. **PLEASE NOTE: Essays must be an original (no photocopies or other reproductions). Plagiarized essays will be disqualified.**

ELIGIBILITY

To be eligible to enter, a person must be age 6 years older, a resident in Canada (excluding the Province of Quebec). You cannot be an employee or director (current or retired), of WWF-Canada or Frontiers North Adventures, its affiliated companies, agents, advertising or promotional agencies, domiciled with any such person, or a member of the immediate family of any such person. "Immediate family" means a spouse ("legal" or common law) of any such employee, or any parent, child, grandparent, grandchild or sibling (by blood or adoption) of any such employee or the spouse of any such person. Any person who has volunteered with WWF-Canada between the dates of January 1, 2011 through June 1, 2012 will not be qualified for entry. If an entrant is under the age of majority he/she will require his/her parent or legal guardian to complete entry and to act on his/her behalf in regards to completing a Declaration and Release Form and accepting a prize.

WWF-Canada assumes no responsibility for lost, delayed, destroyed or misdirected entries. WWF-Canada will contact only the person whose name is drawn.

THE DRAW:

A random draw will be made at WWF-Canada, 410-245 Eglinton Avenue East, Toronto, Ontario, M4P 3J1 by an independent judging organization on May 14, 2012 at 2:00:00 PM (ET) (the "Draw Date"). Odds of being selected depend on the total number of eligible entries who register successfully during the Contest Period as well as the number of "alternative" entries, as described above. The selected entrant or his/her parent or legal guardian if under the age of majority will be contacted within two (2) weeks of the Draw Date. If WWF-Canada or its agent, acting reasonably, cannot contact the selected entrant within two (2) weeks of the Draw Date, another name will be drawn. The WWF-Canada or its agent will then make reasonable efforts to contact that person within two further weeks, failing which another name will be drawn, and so on, until a selected entrant is contacted or there are no more eligible entries. The Sponsor will not be responsible for failed attempts to contact the selected entrant. The Sponsor reserves the right to reschedule the Draw.

TO WIN:

To be declared the winner, the selected entrant or his/her parent or legal guardian if under the age of majority, must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question administered by a WWF-Canada representative or agent in a pre-arranged telephone interview. The selected entrant or his/her parent or legal guardian if under the age of majority, and his/her travel guest will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with the Official Rules,

acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, its dealers, agents, affiliated and related companies, advertising and promotional agencies, the independent contest organization and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively, the "Releasees") from any liability in connection with the Prize or this Contest. The Release Forms must be returned within the time period specified on the Release Form or the prize may be forfeited. Delivery of the Prize to the confirmed winner will be arranged within thirty (30) days of receipt of the Release Form by the Sponsor.

No correspondence will be entered into except with the selected entrant. By entering the Contest, the winner consents to the use of his/her name, address (city and province) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor in connection with this Contest. This Contest is subject to all federal, provincial and municipal laws and regulations.

The Sponsor and the independent contest organization accept no responsibility for loss, damage or claims caused by or resulting from the contest or acceptance of a Grand Prize. The Sponsor will not be responsible for late, lost, illegible, incomplete, falsified or destroyed entries and all such entries are void. Entries that have been falsified, tampered with or altered are void. In the event it is determined that an entrant has entered in a fashion not sanctioned by these rules and/or has submitted more than the number of entries permitted by these rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified. The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entries that violate the Official Contest Rules.

The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit http://wwf.ca/privacy_security

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