



HANDS HEROES CONTEST RULES (“OFFICIAL CONTEST RULES”)

1. SPONSORS

Hands Heroes (the “Contest”) is sponsored and administered by Hands, TheFamilyHelpNetwork.ca (“Hands”), the Lifelong Planning Group Ltd. and/or their affiliates (the “Sponsors”). The Contest may be communicated, advertised, promoted or administered by means of third party radio, television, paper media, internet and/or social media or social networking services or sites (a “Third Party Service”), however the Contest is not sponsored, endorsed or administered by, or associated with, any Third Party Service. Any questions, comments or complaints regarding the Contest should be directed to Hands and not to any Third Party Service.

2. CONTEST ENTRY PERIOD

The Contest begins at 12:00:01 AM Eastern Time (“ET”) on November 10, 2017. The Contest entry period ends at 11:59:59 AM ET on Sunday, December 17, 2017, for the Grand Prize draw (the “Contest Period”).

For the Daily Prizes (see Section 6 for further details), the Contest entry period ends at 11:59:59 AM ET on the day preceding the draw date, i.e. for the first Daily Prize, the Contest entry period ends at 11:59:59 AM ET on Sunday, December 10, 2017. For the second Daily Prize, the Contest entry period ends at 11:59:59 AM ET on Monday, December 11, 2017. For the third Daily Prize, the Contest entry period ends at 11:59:59 AM ET on Tuesday, December 12, 2017. For the fourth Daily Prize, the Contest entry period ends at 11:59:59 AM ET on Wednesday, December 13, 2017.

3. NO PURCHASE NECESSARY/ENTRY REQUIREMENTS

No purchase is necessary to enter the Contest. There is no limit on contest entries per person, regardless of method during the Contest Period. By entering the contest, entrants accept and agree to be bound by the Official Contest Rules set out herein, and accept the decisions of Hands as final and binding, without right of appeal, in all respects, including without limitation, as to eligibility and/or disqualification of entries. Entries that are incomplete, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Official Contest Rules shall be disqualified.

There are two (2) methods of entering the Contest, as noted below. Only those entr(y/ies) deemed to be qualifiers in accordance with the Official Contest Rules will be entered into the prize draw:

a) Option One – In Person Entry - Ornament Purchase

To enter the Contest speak with a Hands representative, visit 222 Main Street East, North Bay, ON, or any other sales location as listed on the Contest website www.HandsHeroes.ca to purchase a Hands Heroes ornament. Purchase of official Hands Heroes ornaments will qualify the purchaser to receive one (1) entry into the Contest.

b) Option Two – Mail-in Entry

On a plain white piece of paper, hand write your name, date of birth, full home address and daytime telephone number and send to: Hands TheFamilyHelpNetwork at 222 Main Street East, North Bay, Ontario P1B 1B1, and you will automatically receive one (1) no purchase entry into the Contest. Each mail-in entry must be original, handwritten and in a separate envelope bearing sufficient postage and must be received on or before the Contest End dates, being: 11:59:59 AM ET on Sunday, December 10, 2017 for the Daily Prize draw on Monday, December 11, 2017; 11:59:59 AM ET on Monday, December 11, 2017 for the Daily Prize draw on Tuesday, December 12, 2017; 11:59:59 AM ET on Tuesday, December 12, 2017 for the Daily Prize draw on Wednesday, December 13, 2017; and, 11:59:59 AM ET on Wednesday, December 13, 2017 for the Daily Prize draw on Thursday, December 14, 2017, and 11:59:59 AM ET on Sunday, December 17, 2017 for the Grand Prize draw.

4. ELIGIBILITY

The Contest is open to residents of Canada, (specifically excluding residents of Quebec), who have reached the age of majority at the time of entry in the Province or Territory in which he/she resides save and except for employees, representatives or agents (and members of a household or immediate family). For the purposes of these Rules, immediate family includes members of a household, of the Sponsors and their affiliated companies or agents, or their respective advertising or promotional agencies or the independent contest organization.



5. CONTEST PRIZES

DAILY PRIZES: There are four (4) Daily Prizes, consisting of the below amounts, available to be won on the following days of the Contest:

December 11, 2017: FIVE HUNDRED DOLLARS CAD (\$500.00);
December 12, 2017: ONE THOUSAND DOLLARS CAD (\$1000.00);
December 13, 2017: ONE THOUSAND DOLLARS CAD (\$1000.00); and
December 14, 2017: TWO THOUSAND FIVE HUNDRED DOLLARS CAD (\$2,500.00).

GRAND PRIZE: There is one (1) Grand Prize available to be won, consisting of FIVE THOUSAND DOLLARS CAD (\$5,000.00). The Grand Prize will be drawn on or about December 18, 2017.

GENERAL: Prizes must be accepted as awarded and are not transferable. No substitutions except at Sponsor's option. Sponsors reserve the right, in its sole and absolute discretion, to substitute the prizes or a component thereof with a prize of equal or greater value. Grand Prize may not be sold to, bartered with, purchased by or utilized by a third party. Winner is fully responsible for any and all applicable federal, provincial, and municipal taxes (including income and withholding taxes).

6. WINNER SELECTION PROCESS & PRIZE CLAIMING

DAILY PRIZES: Beginning on or about December 11, 2017, and continuing daily until December 14, 2017, at 11:59:59 PM ET, one (1) entry will be selected every day by random draws from amongst all eligible entries received by the Sponsors. For the purposes of this Contest, a "day" will begin at 12:00:01 AM ET and end at 11:59:59 PM ET. Chances of winning a Daily Prize depend on the number of eligible entries received. Only one (1) Daily Prize will be awarded per person or household. Non-winning Daily Prize entries received during the Contest Period will carry over to the next Daily Prize random drawing; Non-winning Daily Prize entries by an entrant will be entered into the Grand Prize random drawing described below.

GRAND PRIZE: On or about December 18, 2017, one (1) potential Grand Prize winner will be randomly selected from all eligible entries. Odds of winning a Grand Prize depend on the number of eligible entries received during the Contest Period.

Selected entrants will be contacted by email or phone within five (5) business days of being selected. **BEFORE BEING DECLARED A WINNER**, the potential winner(s) must sign and return within five (5) business days of notification a declaration and release prepared by the Sponsors, which, among other things: (i) requires the eligible winners to correctly answer a time-limited mathematical skill-testing question without mechanical or other aid; (ii) confirms compliance with the Official Contest Rules; (iii) acknowledges acceptance of the prize as awarded; (iv) agrees to release the Releasees from any and all claims, damages, liabilities, costs, and expenses arising from any liability in connection with this Contest, the eligible winner's participation therein and/or the awarding and use/misuse of the prize or any portion thereof.

If the eligible winner: (a) declines the a Prize; or (b) fails to correctly answer the skill-testing question; or (c) fails to return the properly executed Contest documents within the specified time, then he/she will be disqualified (and will forfeit all rights to the prize) and the Sponsors reserve the right, in its sole and absolute discretion, to select an alternate eligible entry. In the case of a Daily Prize, alternate selected entrants will be drawn randomly from among all entries received prior to each alternate random drawing; in the case of a Grand Prize, alternate selected entrants will be drawn randomly from among all entries received during the Contest Period.

7. ODDS OF WINNING

Odds of winning a Daily Prize and/or the Grand Prize depend on the number of eligible entries received.

8. PUBLICITY/INFORMATION DISCLOSURE

The Sponsors respect your right to privacy. Personal information collected from entrants will only be used by the Sponsors to administer the Contest and, only if consent is given or as otherwise provided in these Official Contest Rules, to provide entrants with information regarding upcoming promotions and/or events from the Sponsors.

The Sponsor accepts no responsibility for loss, damage or claims caused by or resulting from the Contest or any prize. By participating and accepting a prize, each winner consents and grants the Sponsors the right to the use of his/her name, address (city and province/territory), photograph and entry without further remuneration or notice, in connection with any publicity carried out by or on behalf of the Sponsors with respect to the Contest. By accepting a prize each winner agrees that any such



biographical information may be used by the Sponsors or their licensees, successors, or assigns in any media, worldwide and in perpetuity, for advertising or promotional purposes related to the Contest or any similar contest and prize winners shall not be compensated for such use. Prize winners waive any right that they may have in connection with the use of such material, including an moral rights.

9. INDEMNIFICATION

The Sponsor and the Contest judges will not be liable for any failure of any third party and do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The Sponsors, its advertising and promotional agencies, their employees, directors, officers, affiliates, agents and representatives (collectively, the "Releasees") are not liable for (a) late, lost, delayed, not received, damaged, misdirected, incomplete, stolen, fraudulent or illegible entries (all of which shall be automatically void and not eligible for the prizes); (b) failure to receive entries due to transmission failures, busy signals, traffic congestion on the internet or at any website or technical failures of any kind, including, without limitation, malfunctioning of any network, servers, access providers, hardware or software, whether originating with sender or recipient; or (c) any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest and breaches of privacy due to interference by third party computer "hackers". Entries are subject to verification by the Sponsor. Entry materials/data not satisfying the entry requirements or that have been tampered with or altered are void.

10. GENERAL

By participating in the Contest, each selected entrant agrees to abide by these Official Rules and the decisions of the Sponsor and judges with respect to all aspects of the Contest. All entries become the property of the Contest Sponsor upon receipt and will not be returned. The Contest Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process.

The Contest is subject to all applicable federal, provincial and municipal laws.

In the event of any discrepancy or inconsistency between the Official Contest Rules and disclosures or statements made by the Sponsors or appearing in other Contest-related materials, the Official Contest Rules shall govern.

If any part of the Official Contest Rules is legally unenforceable or inapplicable, then that part will be deemed invalid; however, the remainder of the Official Contest Rules will otherwise continue to be legally binding.