

HIGH FIVE® Loves Lucy Campaign Rules and Regulations

Overview

Lucy loves being active and trying new sports. HIGH FIVE loves using the 5 Principles of healthy child development to create positive experiences for kids in sports. What a perfect team!

Now, it's your turn to get in the game and help Lucy and HIGH FIVE promote physical activity and healthy, happy children playing sports across Canada!

Ask a child in your life what sport they want to try and tweet it using #HIGHFIVElovesLucy along with an awesome photo/video of you together! You'll have a chance to win a prize pack valued at \$50 including kids' sports stuff, HIGH FIVE swag and 2 [Lucy Tries Sports](#) children's books! But, just like in sport, it's not just about winning. It's about playing with a positive message and helping others to be their best.

Kids like Lucy are at their best when they have positive experiences in sport, recreation and physical activity!

How to participate

Anyone who values quality physical activity, having fun, and providing positive experiences for children in sport and physical activity should participate in this contest! It's as easy as tweeting #HIGHFIVElovesLucy with a supportive message of a child you know who wants to try a new sport.

Eligible tweets must contain the following:

- A sport that a child wants to try OR
- A story about how sport has had a positive impact on you or someone you know OR
- A supportive message for Lucy as she continues her adventures in sport
- Adherence to the Rules and Regulations outlined below

PHOTOS AND VIDEOS ARE ENCOURAGED!

How to submit your tweet

- Follow HIGH FIVE on Twitter @HIGHFIVE_Canada
 - Tweet using #HIGHFIVElovesLucy
 - Videos can be tweeted via Instagram, Vine or YouTube
 - 25 winners will be chosen at random
- * Please note that submission of a photo or video implies that the organization/group and those in the photo/video agree to the rules and regulations of the Campaign, described below.

Campaign Timelines

Submission start date: April 11, 2016

Last day for submission: October 1, 2016

Winner announced and posted: October 7, 2016

Prize

HIGH FIVE National (herein to be called 'HIGH FIVE') will award 25 winners a prize pack valued at \$50 CAD. Prize pack will include 2 Lucy Tries Sports children's books, children's sport items and selected HIGH FIVE merchandise.

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DESCRIPTION OF THE CAMPAIGN

The **HIGH FIVE Loves Lucy Campaign** ("Campaign") is designed to give individuals/organizations who enter the Campaign ("Entrants") the opportunity to submit tweets, images and videos of their own creation depicting children's messages about trying new sports and physical activities. A prize will be awarded to the Entrants selected randomly from eligible tweets using #HIGHFIVElovesLucy.

ELIGIBILITY

This Campaign is open to any organizations/groups/individuals that are represented by an individual who is the age of majority in the province in which he or she resides, or by an individual who has obtained the consent of his or her parent/legal guardian.

HOW TO PARTICIPATE?

Entrants may submit their tweets ("Submission") between April 11, 2016 and noon on October 1, 2016 ("Submission Period"). Entrants must submit a tweet that meets the eligibility requirements outlined on page 1.

HIGH FIVE or its designated representatives reserve the right to disqualify any Submission that does not conform to these Official Rules as determined by HIGH FIVE in its sole discretion.

By entering the Campaign, Entrant agrees, acknowledges and understands that all Submissions may be posted on HIGH FIVE's website, YouTube channel, Twitter or Facebook page for viewing by the general public and grants HIGH FIVE in perpetuity a nonexclusive license to publish, display, reproduce or otherwise use the Submission for HIGH FIVE and its designees in its sole discretion whatsoever and without further notice or compensation. All Entrants' Submissions become the property of HIGH FIVE and will not be returned to the Entrant.

1. **SUBMISSION REQUIREMENTS:** Each Submission must also comply with the following:

- a. The Submission must be the Entrant's own original work, created solely by the Entrant and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity.
- b. If any persons appear or are referred to in the Submission, the Entrant is solely responsible for obtaining consent, prior to submitting the Submission. Formal submission of the Entrant's video will represent any required clearances. In the event where clearances are not covered, the Submission will be disqualified from the competition. Children who appear in the Submission may not be referred to by their full names. By participating in this Campaign, all Entrants agree to the Rules and Regulations of the Campaign – with the consent of a parent or legal guardian (for Entrants under the age of majority)
- c. Submissions that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, or Submissions that depict acts that are unsafe, dangerous, or violent, or Submissions that otherwise contain inappropriate content or objectionable material may not be submitted and may be removed at any time in HIGH FIVE's sole and unfettered discretion.

HIGH FIVE reserves the right in its sole and unfettered discretion to disqualify any Submission that it believes violates or potentially violates any of the foregoing requirements or otherwise fails to comply with any provision of these Official Rules or the applicable Site Usage Agreement.

Entrants agree to indemnify and hold HIGH FIVE harmless from and against any suits, claims, losses, damages and expenses, including reasonable attorney fees that may arise from or in connection with any Entrant's Submission and the use and or display of the Entrant's Submission.

2. **WINNERS SELECTION:** HIGH FIVE will announce the Winner by October 7, 2016, by random selection of eligible Submissions.

3. **GRANT OF RIGHTS:** All Entrants grant HIGH FIVE the right to display their Submissions for purposes of this Campaign although this will have no impact on determining the eligible winners in this Campaign. Entrants further grant HIGH FIVE the right to display their Submissions on third party sites such as youtube.com, facebook.com, twitter.com and HIGHFIVE.org for promotional purposes. Entrants and Winners hereby grant

HIGH FIVE a royalty free license, without geographic or time limitation, to display his or her Submission for promotional or advertising related purposes in any and all media. The use of the Submissions after the Campaign can be used for advertising and promotional purposes and may or may not include the Entrant's name and city and province of residency. Winners agree to sign any documents that may be necessary to affect the assignment of the licensing rights.

4. CONDITIONS OF PARTICIPATION:

a. Incidents

Without limiting the foregoing, HIGH FIVE may modify, cancel, terminate, and/or suspend the Campaign if, in HIGH FIVE's sole opinion, an incident of any kind occurs to corrupt or impair the administration, security, integrity, fairness or play (as intended) of the Campaign.

b. Release and Consents

By participating in this Campaign, all Entrants agree – with the consent of a parent or legal guardian (for Entrants under the age of majority):

- i) To release, indemnify and hold harmless HIGH FIVE from and against any liability, injury, death, loss or damages to Entrant or any person or entity, including without limitation damage to personal or real property, caused in whole or in part, directly or indirectly, by reason of their participation in this Campaign (or related activities) or their acceptance, possession or use/misuse of a prize.
- ii) To forever release and discharge HIGH FIVE, their representatives, assigns, employees, agents and any person acting under their authority of any claims of any kind arising out or in connection with the use of my image or the video submitted, including, without limitation, any and all claims of privacy, the collection, use, disclosure, publication, sale, distortion, passing off, misappropriation of personality and/or libel.
- iii) To grant HIGH FIVE, the right to use, without payment of any fee, charge or compensation of any kind, including royalties, any and all images and information within the Submission.

5. PRIVACY: By participating in this Campaign, the Entrant and the representative of the participants in the Submission, grant to HIGH FIVE the right to use his/her likeness and name, mailing address, including city of residence, telephone number, club and email address ("Personal Information") without further permission or compensation for the purpose of administering the Campaign including but not limited to, contacting and announcing the winner and acknowledges that HIGH FIVE may disclose the Personal Information to third parties or service providers of HIGH FIVE in connections with the foregoing.

6. GOVERNING LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants or HIGH FIVE in connection with the Campaign shall be governed by and construed in accordance with the internal laws of the province of Ontario.

7. HIGH FIVE: Is a proprietary quality standard of Parks and Recreation Ontario, 1 Concorde Gate, Suite 302, Toronto, Ontario M3C 3N6.