

Champion the Truth Giveaway

Official Contest Rules and Regulations

Sponsor: News Media Canada (the “Sponsor”), 37 Front Street East, Suite 200, Toronto, Ontario M5E 1B3.

1. How to Enter:

NO PURCHASE NECESSARY. No purchase or payment necessary to enter or win. Purchase will not improve an entry's chance of winning. The Contest commences on Monday, November 16, 2020 at 10:00 a.m. EST and closes on Friday, November 27, 2020 at 11:59 p.m. EST. To enter, visit Hayley Elsaesser’s Instagram account page at <https://www.instagram.com/hayleyelsaesser/> and comment on the contest post with the name of your favourite Canadian news media outlet (tag them or simply write the name). Entries will also be accepted on Hayley Elsaesser’s promoted Instagram contest post, as per above criteria. All entries must be submitted online no later than 11:59 p.m. EST, on November 27, 2020, The Contest Closing Date. Participation is limited to one (1) entry per person, during the contest period. Platform tracking determines date and time of entry. If it is discovered that you attempted to enter more than once, all of your entries will be void. News Media Canada, (the “Sponsor”), is not responsible for technical, hardware or software malfunctions, lost, delayed or corrupted data transmission, line failures of any network or telephone, or inability to access the website. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of News Media Canada.

2. Eligibility:

This Contest is open to legal residents of Canada, who have reached the age of majority as of the Contest Closing Date.

3. Our Privacy Promise:

Your personal information will be used only to administer this Contest and for no other purpose.

4. Prizing:

There are a total of fifty (50) Prizes to be won, consisting of one (1) “Champion the Truth” tote bag and one (1) “Champion the Truth” mask, valued at \$73.00 CAD each. The Prize must be accepted as awarded, is not transferable and is not redeemable for cash. The Sponsor reserves the right at any time to substitute the Prize (or component thereof) for any reason, so long as a prize (or component) of comparable value is substituted.

5. Winner Selection:

Following the end of the Contest Period, on or about Monday, November 30, 2020, fifty (50) entrants will be selected at random among all eligible entries received online before the Contest Closing Date. The selected entrant will be notified by Instagram Direct Message, within five (5) days of the draw date. If a selected entrant cannot be contacted within forty-eight (48) hours of selection, if there is a return of

any Prize notification as undeliverable, or if the selected entrant fails to comply with any of the foregoing, that selected entrant will be disqualified and an alternate entrant will be selected from among the remaining eligible entries.

The Contest winner must accept the prize as directed by the Sponsor within 48-hours of notification. In order to be declared a winner, the selected entrant must have complied with these Official Rules and acceptance of the Prize. The odds of winning depend upon the number of entries received.

6. Miscellaneous:

This Contest is subject to all relevant Canadian laws, is owned and operated by the Sponsor. The Sponsor reserves the right to, without prior notice and at any time, terminate this Contest, in whole or in part, or modify this Contest in any way, should any factor interfere with its proper conduct as contemplated by these Official Rules and Regulations. The Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of this Contest or web site; to be in violation of the terms of service of the Instagram platform; to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

Automated entries (including but not limited to entries submitted using any bot, script, macro or Contest service) are not permitted and will be disqualified.

7. Instagram

The Contest sponsored by News Media Canada is in no way sponsored, endorsed, administered by, or associated with Instagram or Facebook.