



## THE 2011 GENNEXT ROUGE TICKET GIVEAWAY RULES AND REGULATIONS

**NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING THE CONTEST.**

This United Way Toronto GenNext 2011 Rouge Ticket Giveaway (the “**Giveaway**”) is administered by United Way Toronto and its affinity group, GenNext, and is administered by the United Way of Greater Toronto (“**United Way**”), Marketing Department, 26 Wellington Street East, 2nd Floor Toronto, ON M5E 1W9.

**Eligibility:** The Giveaway is open to individuals who:

- are residents of Canada, **excluding** the Province of Quebec;
- individually hold a legitimate and active social media account through either Facebook or Twitter;
- follow the official profile @UWTGenNext on Twitter or who are fans of the official GenNext Facebook page

Such persons being, collectively, “**Eligible Entrants**” and each being an “**Eligible Entrant**” of the GenNext 2011 Rouge event.

**Enterants under age 19:** Entrants under the age of 19 cannot participate in the Giveaway, as this is an age 19-plus event that will be held at an establishment serving alcohol.

**Non-eligible individuals:** All United Way employees, retirees, representatives, volunteers, advertising and promotional agencies and members of the immediate family of these employees and retirees or any person with whom they are domiciled are not eligible to take part in the Giveaway. **Currently serving GenNext Cabinet Members and Rouge Committee Members are NOT eligible to participate in the Giveaway.** GenNext Ambassadors are eligible.

**Entry details:** To enter the Giveaway, Eligible Entrants must:

- post a response to the question “Why do you want to attend Rouge?” on the GenNext Facebook Page at <http://www.facebook.com/UWTGenNext> or via Twitter, in each case including the hash tag #Rouge11 and/or the complete phrase “Rouge 2011” (each, an “**entry**” and collectively, “**entries**”); and
- post such response from Monday October, 17, 2011 starting at 12 p.m. EST and by 12 a.m. midnight EST on Sunday, October 30, 2011.

Eligible Entrants can enter the Giveaway multiple times. Eligible Entrants who have purchased tickets can enter the Giveaway for the additional two (2) tickets.

**Giveaway Period:** Entries will be tracked and evaluated for eligibility according to the following set time periods (and, in addition to the above criteria, all entries made before or after these time periods are NOT eligible to participate in the Giveaway):

**Giveaway opens at:** Monday October, 17, 2011 starting at 12 p.m. noon EST

**Giveaway closes at:** Sunday, October 30, 2011 ending at 12 a.m. midnight EST

**Prize Draw/Winner Selection:** One (1) entrant will be selected from all submitted entries for the above entry time period.

The selected entrants will be eligible to receive two (2) tickets to attend Rouge 2011. Tickets are non-transferrable, only eligible to be used at the 2011 Rouge event happening on Thursday, November 10, 2011, happening at the Fifth Social Club. The selected entrant will have to provide valid ID and contact information to the GenNext representative.

The Prize must be accepted as awarded. No cash alternatives, substitution or transfers of the Prize will be allowed. No Eligible Entrant can win more than one (1) Prize, regardless of whether such Eligible Entrant entered multiple times.

The winners will be chosen based on their response to the question "Why do you want to attend Rouge?" The winner will be selected on **Monday, October 31, 2011, at approximately 12:00 noon EST at United Way Toronto's office** selected by GenNext employee(s). **Posts that are deemed negative, libelous, sexist, racist, prejudicial, defamatory, malicious, or detrimental to our online community or others in the online sphere will not be tolerated and will negate your participation in the giveaway.** All decisions of the judges are final, binding and non-reversible.

**Odds of winning:** The odds of being selected to win a Prize depend on the total number of eligible entries (and the quality of those entries) received during the Giveaway period. The winner will be chosen based on his or her response to the question "Why do you want to attend Rouge?" The winner will be selected on Monday, October 31, 2011, at approximately 12:00 noon EST at United Way Toronto's office by an unbiased, balanced panel of judges comprised of individuals from United Way. All entries will be weighed on the basis of the following criteria/guidelines: content, positive messaging, uniqueness, creativity, alignment with the United Way mission and clear connection to the Rouge event, in the judges' sole and unfettered discretion. Posts that are deemed negative, libelous, sexist, racist, prejudicial, defamatory, malicious, or detrimental to our online community or others in the online sphere will not be tolerated and will omit your participation in the giveaway. All decisions of the judges are final, binding and non-reversible.

**Limitations on Entries:** All Giveaway entries obtained through unauthorized sources or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular or fraudulent in any way or otherwise not in compliance with these rules are automatically void. If a selected entrant is awarded a Prize due to a system error, malfunction or defect, the Prize will be returned to the prize pool, and will be re-awarded. United Way will be the sole and final reference source in validating a prize claim, and shall have the right to verify each final prize claim. United Way may disqualify any entry for any reason whatsoever in its sole discretion.

**Notification of selection:** The selected entrants will be contacted by phone or mail (using the contact information provided after being contacted by a United Way employee via social media) within fourteen (14) days after being selected by the judges.

**Declaration and release:** In order to be declared a winner and claim the Prize, the selected entrant must: (i) be 19 years of age or older; (ii) sign and deliver to United Way a standard declaration and release form (in a form satisfactory to United Way) confirming compliance with the Giveaway rules, acceptance of the Prize as awarded, and releasing GenNext and United Way from all liability relating to the Giveaway, among other things; and (iii) complete a skill-testing question without mechanical or other assistance, which question will be included with the release form.

**Participation agreements:** By participating in the Giveaway, each participant agrees: 1) to the rules and regulations set forth herein; 2) to release, indemnify and hold harmless both GenNext and United Way, including their affiliates, partners, and independent contractors, and their respective directors, officers, employees, volunteers, donors, partners, agents, and representatives including advertising, media and promotion agencies/partners and donors, from any and all liability for claims/damages including, but not limited to, claims/damages for personal injury or property damage or in any way arising from or in connection with participation in the Giveaway or with respect to acceptance, possession or use or misuse of the Prize; 3) permit GenNext and United Way to use his or her name, address, city, province of residence, photo, video, or any likeness for advertising or publicity purposes; and 4) by accepting the prize, the winners agree to accept these stipulations in full.

**Ticket Delivery:** United Way or a representative from its GenNext affinity program will contact the selected winner and provide him or her with details of when the two (2) tickets will be either delivered or available for pick up. Tickets will only be delivered between Monday-Friday between the hours of 9:00 a.m. to 5:00 p.m. **United Way and GenNext are not responsible for any damage to or loss of the tickets that may occur as a result of or in the course of delivery of the tickets, including whether or not delivery is made within a reasonable or specified time to the winner. United Way and GenNext are not responsible for any costs associated with the tickets.** The tickets are provided “as is”, without any representations, warranties or conditions whatsoever, express or implied, including whether the tickets are suitable for a particular purpose or is fit for use, and GenNext and United Way expressly disclaim any and all representations, warranties and conditions.

**Runner-up eligibility:** If the selected entrant cannot be contacted after three (3) attempts by United Way, or rescinds the Prize, a runner-up selected entrant will be selected again by random draw and the initial selected entrant will be disqualified and will have no recourse toward GenNext, United Way, or anyone else involved in the Giveaway.

#### **GENERAL CONDITIONS:**

**Compliance with Laws:** This Giveaway is subject to applicable Canadian federal, provincial and local laws and regulations.

**Changes to Rules:** GenNext and United Way reserve the right to change any of the rules and regulations at any time during the Giveaway period without notice. Changes to rules and regulations will be posted online at [unitedwaytoronto.com/Rouge/main.php](http://unitedwaytoronto.com/Rouge/main.php).

**Sponsor responsibilities and exemptions:** GenNext and United Way are not responsible for incorrect or inaccurate transcription or registration of Giveaway entry information, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, faulty, incomplete, incomprehensible, or erased computer or network transmissions, line failures of any telephone network, failure of computer equipment, software, inability to access any online service or website, inability to submit online content, or any other error or malfunction, or 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 Giveaway, or for late, lost, stolen, postage due, illegible or misdirected entries. GenNext and United Way Toronto are not responsible for lost, stolen, illegible or destroyed entries, or entries that have been altered or erased in the social media sphere.

**Sponsor liability:** Under no circumstances will GenNext and United Way, their affiliates, subsidiaries, and independent contractors, donors, partners, volunteers, and their respective directors, officers, employees, and agents, including advertising and promotion agencies/partners be required to award more prizes than what is indicated in these rules and regulations, or award the prize other than in accordance with these rules. The winner is solely responsible for the reporting and payment of any taxes related to the receipt of a Prize.

**Termination of Giveaway:** GenNext and United Way reserve the right to cancel, terminate, or suspend this Giveaway, at its sole discretion, in the event of a technical failure, computer virus or bug, unauthorized human intervention, fraud, or any other occurrence or cause beyond its control that corrupts or adversely affects the administration, security, fairness, or normal operation of the Giveaway.

**Personal Information:** In order to enter the Giveaway, participants will be required to disclose certain personal information. By submitting an entry to the Giveaway, participants expressly consent to the collection, storage, use, and disclosure of their personal information to and by GenNext and United Way solely for the purposes of administering the Giveaway and for the purposes described in the Participation Agreement section above. Your personal information will be treated in accordance with United Way's privacy policy, [unitedwaytoronto.com/privacy](http://unitedwaytoronto.com/privacy). United Way and GenNext will have the right to use the winner's personal information to communicate with the winner, and to announce the winner of the Giveaway. United Way will only share your personal information with GenNext for the purposes described in the Participant Agreement section above. **We will not share your private information for any purposes or at any time after the completion of the Giveaway, but it may be retained for an indefinite time.**

For a copy of the Giveaway rules and regulations, please:

- visit us online at: [unitedwaytoronto.com/rouge/main.php](http://unitedwaytoronto.com/rouge/main.php); or
- write to us at **United Way Toronto**, Attn: Marketing Department, 26 Wellington Street East, 2nd Floor Toronto, ON M5E 1W9.