



Rules and Regulations

SOCIAL MEDIA CONTEST RULES

1. The name of contest - Timeraiser/WestJet Social Media Contest (the "Contest") is being conducted by Framework Foundation aka the Timeraiser (the "Sponsor") with United Way Toronto "Rouge" and commences at 20:00 EST in Toronto, Ontario Canada on November 10th 2011 and closes at 22:00 ETN in Toronto, Ontario Canada on November 10th 2011 (the "Promotion Period"). This prize is supplied by WestJet.

2. **ELIGIBILITY:** To enter and be eligible to win, a person must be a resident of Canada (excluding the province of Quebec) who has reached the age of majority in the jurisdiction in which he/she resides and who is not an employee (or person with whom an employee is domiciled) of the Sponsor, its affiliated companies or agents, advertising or promotional agencies. Visit www.facebook.com/timeraiser to read more about how winners are selected and anti-spamming policy.

3. **HOW TO ENTER:** Submit your entry between November 10th 2011 at 19:00 (EST) and November 10th 2011 at 22:00 (EST) in one of two ways:

- [Attend Rouge 2011](#)
- [Respond to the question below using Twitter with the Hashtag #Rouge11 and/or #TRWJ.](#)
- [You can also enter at the Social Media Kiosk at the Rouge Event.](#)
- [Answer the question: "What does being a community builder mean to you?"](#)

4. **NO PURCHASE NECESSARY.** No purchase is necessary to enter the Contest or to win a Prize.

5. **PRIZE DESCRIPTION:** One (1) return trip for two (2) people from any scheduled WestJet departure point in Canada to any scheduled WestJet destination, (the "Prize") is available to be won. The gift of flight voucher is valued at a maximum potential retail value of \$4,604, depending on destination chosen and time of booking from originating city.

PRIZE RESTRICTIONS: Prize is valid for travel between November 10th 2011 and November 10th 2012. Flight Prize is subject to availability and promotional space. Prize is not valid for any flights departing after such date and extensions to the expiry date are not permitted. Peak dates such as statutory holidays and airline blackout periods are not available for this Prize. Prize is not valid for redemption on WestJet Vacations' packages, WestJet charter or interline partners. Prize must be taken as offered and is neither transferable nor redeemable for cash, credit or alternative prizes, except in WestJet's sole discretion.

Changes, which include names, destinations, dates, but not limited to, will not be permitted after the travel has been confirmed. Cancellations are not accepted, however are appreciated up to two hours prior to scheduled departure times. "Prize" trip must be taken as a "trip for two" and not "two single trips". Any unused portions of Prize will be forfeited and not reinstated. Blackout periods include, but not limited to long weekends and holidays (whether statutory or not.) Flight "Prize" return airfare for two to any scheduled WestJet destination in WestJet's scheduled network ("Prize"). Prize is valid from any WestJet destination in Canada to any WestJet destination in Canada, US or International destination on regularly scheduled WestJet services. Travel arrangements must be made through by calling 1-888-WESTJET(937-8538). Prize winner and his/her guests must originate at the same airport and travel on the same itinerary for both the outbound and inbound flights

Winner and guests are responsible for all expenses other than those mentioned above as included including accommodation, incidentals, gratuities, meals, other entertainment, other transportation, merchandise, souvenirs, travel insurance, travel visas and documents and all other personal expenses of any kind. Winner is responsible for any charges in excess which includes taxes, insurance, airport related fees, The Sponsor is not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason, of any flight(s) event(s), exhibit(s), attraction(s) or accommodation(s) being arranged in conjunction with the Prize and Winner and his/her guests will not be compensated in the event of such delay, cancellation or other event described herein. Other restrictions may apply.

Prize is non-transferable (and without limiting the foregoing, the Prize may not be sold or traded), must be taken as offered and cannot be substituted, redeemed or exchanged for cash, credit or alternative prizes, except in the Sponsor's sole discretion. Sponsor reserves the right to substitute the Prize or component of the Prize with a prize of equal or greater value. No credit or reimbursement will be provided if the Prize is not taken. Prize cannot be combined with any other promotional offer or offers provided by WestJet.

Odds of winning depend on the number of eligible Entries received for each day of the Promotion Period. Maximum one prize per Entrant.

GENERAL

6. By entering this contest, participants agree to be bound by these Contest rules (the "Rules"), which are subject to change without notice, and all decisions of the Sponsor which are final. By entering, Entrants grant the Sponsor and their affiliates the right, but not the obligation, to use their photograph, filmed or recorded image, name and city of residence in all publicity campaigns related to the Contest without further notice or compensation.

7. In order to be awarded a Prize, each selected Entrant must correctly answer a mathematical skill-testing question without electronic, mechanical or any other kind of assistance. The skill testing question will be administered at such time and in such manner as the Sponsor determines in its sole discretion. The selected Follower/Entrant must then complete and sign a Declaration and Release Form

confirming compliance with the Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, their affiliated and related companies, advertising and promotional agencies, and their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability in connection with the Prize or this Contest. The winner must also arrange for the signature and return of a Declaration and Release for his/her guest (or parent/legal guardian if a minor) before being entitled to the Prize. **Such Declaration and Release Forms must be signed and returned within 10 business days of notification, failing which the Prize will not be awarded and the Sponsor will draw an alternate winner.**

8. The daily Contest draw will be held by the Sponsor on November 10th 2011(Promotion Period) that begins at 19:00 ETN in Toronto, Ontario Canada from all Entries received by 22:00 EST on that day. Entrant will be selected by representatives from United Way Toronto staff and the Rouge Planning Committee members among all eligible Entries. Eligibility of each selected Entrant is subject to verification by the Sponsor. Verification includes full legal name, valid phone number, email and mailing address. The winners will be determined by the Sponsor whose decision is final in respect of any matter relating to this Contest and the awarding of any Prize. No correspondence will be entered into except with the selected Entrants. The Contest is subject to all applicable Federal, Provincial and Municipal laws and regulations. The selected Entrant will be contacted by phone, twitter, facebook or e-mail following the draw. Attempts will be made to contact the selected Entrants by direct message using the information provided by the Entrant for a period of 10 working days. The Sponsor's inability to contact the potential winner will result in the forfeiture of the Prize and the selection of an alternate winner.

9. The Sponsor i) makes no warranty, guaranty or representation of any kind concerning any Prize, ii) except where prohibited by law, disclaims any implied warranty, and iii) is not liable for injury, loss, or damage of any kind resulting from the acceptance or use or misuse of any Prize, travel related thereto or from Entrants' participation in this Contest.

10. This Contest will run in accordance with these Rules, subject to amendment by the Sponsor. The Sponsor reserves the right to cancel or suspend this Contest or to amend these Rules at any time without notice.

11. All entries become the property of the Sponsor and will not be returned. Sponsor assumes no responsibility for lost, stolen, or damaged entries. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way. The Sponsor is not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to, errors in advertising, the Rules, the selection and announcement of winner, or the distribution of any Prize.

12. Sponsor will use your personal information for the purposes of conducting this Contest in accordance with Sponsor's Privacy Policy, and applicable law. Sponsor may also use or disclose your personal information for those other purposes for which you have provided your consent.