

## Metro Vancouver

### “What’s Your Superhabit?” Social Media Contest Terms & Conditions

JUNE 6 – JULY 31, 2022

\*For each Contest Entrant under 19 years of age, the legal guardian of the Entrant must read these Terms & Conditions and each reference to the “**Entrant**” shall mean both the Entrant and the legal guardian of the Entrant.

#### 1. ABOUT THE “WHAT’S YOUR SUPERHABIT?” CAMPAIGN

- 1.1 “What’s your Superhabit?” is a behaviour change campaign that was launched by the Metro Vancouver Regional District (“**Metro Vancouver**”) in 2021. The objective is to reduce the use and disposal of single-use items (bags, containers, cups, straws, and utensils) among residents in the region.
- 1.2 The campaign celebrates the everyday actions that people take to reduce single-use items. These small, daily routines are “Superhabits”. The campaign offers simple tips and information about reducing single-use items. Learn more at [www.Superhabits.ca](http://www.Superhabits.ca).

#### 2. ABOUT THE CONTEST

- 2.1 This Contest is intended to encourage the celebration and sharing of small daily actions to reduce the use and disposal of single-use items.
- 2.2 For more information about the “What’s your Superhabit?” campaign, visit the [website](#).
- 2.3 **IMPORTANT:** By participating in this Contest, each Entrant hereby declares that they:
  - (a) have read, understood and complied with the Terms & Conditions set out in this document; and
  - (b) agree to abide by all decisions of Metro Vancouver related to this Contest.
- 2.4 The Contest is subject to all applicable federal, provincial, municipal and local laws. Metro Vancouver reserves the right to modify or terminate this Contest at any time without notice to the Entrants.

#### 3. CONTEST DURATION

- 3.1 Metro Vancouver will be accepting entries for the Contest from June 6 to July 31, 2022. Entries must be received by no later than July 31, 2022 at 11:59 PM (Pacific Standard Time).

#### **4. WHO MAY ENTER**

- 4.1 The Contest is open to legal residents of the Metro Vancouver region that engage with the Contest post. Void where prohibited by law.

#### **5. CONTEST ENTRY PROCEDURE**

- 5.1 No purchase is necessary. To participate and earn one (1) entry, each Entrant must take all of the following steps:

(a) Post on social media (Instagram, Facebook, Twitter and/or TikTok) about a Superhabit (i.e. a small action taken to reduce single-use items including bags, cups, containers, straws, and utensils). The post must include the hashtag #WhatsYourSuperhabit and tag Metro Vancouver using the handles below, as applicable.

(i) Instagram: @metrovancoverbc

(ii) Facebook: @metrovancover

(iii) Twitter: @MetroVancouver

(iv) TikTok: @metrovancover.org

(b) The post must be about the Entrant's own Superhabit.

(c) The post must include a photo or video.

(d) Social media posts may be on Instagram, Facebook, Twitter, and/or TikTok.

- 5.2 Each Entrant may earn additional entries by publishing additional social media posts about this Contest. One (1) additional entry will be earned for each additional social media post.

- 5.3 In order to be eligible to enter the Contest, your Instagram, Facebook, Twitter, and/or TikTok account, as applicable, must be publicly accessible and you must not use any tools or mechanisms which prevent data sharing or otherwise limit Metro Vancouver's ability to view your post and count your entry. Ephemeral content that disappears after a certain amount of time (i.e. Stories) is not eligible.

- 5.4 If the Entrant is a minor (under the age of majority in the province of British Columbia), the legal guardian of the Entrant must read and agree to these Terms & Conditions.

- 5.5 There is no limit on the number of entries that can be submitted by each Entrant following the Contest entry procedures set forth in Sections 5.1 and 5.2 above. Notwithstanding the

foregoing, you may only use one (1) social media account on each of Instagram, Facebook, Twitter, and TikTok to participate in the Contest.

- 5.6 Submissions by Entrants must adhere to the [Metro Vancouver Social Media Moderation Guide](#), as well as the terms of use of Instagram, Facebook, Twitter and/or TikTok, as applicable.

## **6. REPRESENTATIONS & WARRANTIES OF THE ENTRANT**

- 6.1 By entering the Contest, each Entrant acknowledges and agrees to, and represents and warrants, the following:

- (a) The Entrant acknowledges that they have read and fully complied with these Terms & Conditions;
- (b) The Entrant understands that any breach of these Terms & Conditions will result in the immediate forfeiture of any prize that the Entrant may be eligible to win;
- (c) The Entrant grants to Metro Vancouver exclusive permission to produce, reproduce, use, perform, publish, display and distribute any photographs and video footage entered by the Entrant in this Contest, in whole or in part, in any manner and in any media, either presently existing or created in the future and in perpetuity for educational, public information, promotional, or any other lawful purpose related to the "What's Your Superhabit?" campaign, including for publicity, illustration, advertising, and internet content, with or without the Entrant's full name or their Instagram, Facebook, Twitter or TikTok account name, as applicable, and without demand for royalties or compensation;
- (d) The Entrant grants permission to Metro Vancouver to edit, modify, alter and juxtapose the photographs and video footage and incorporate them either in whole or in part with or without other material, including text and other recordings and images;
- (e) The Entrant waives any right to inspect or approve the photographs or video footage or any derivatives of them;
- (f) The photographs and video footage entered by the Entrant in this Contest is original, created solely by the Entrant, and does not infringe upon the intellectual property rights, or defame or invade the publicity or privacy rights, of any third party;
- (g) The Entrant agrees to the publication of their full name and Instagram, Facebook, Twitter or TikTok account name, as applicable, on any of Metro Vancouver's social media mediums if the Entrant's entry is selected as a winner of the Contest;
- (h) The Contest is in no way sponsored, endorsed or administered by, or associated with, any social media platforms on which the Contest may have been promoted and/or publicized, including, without limitation, Meta Platforms, Inc. (Instagram and

Facebook), Twitter, Inc., or TikTok, Inc. Any questions or comments regarding the Contest should be directed to Metro Vancouver and not Meta Platforms, Inc., Twitter, Inc., or TikTok, Inc.;

- (i) The Entrant hereby releases and forever discharges Metro Vancouver, Meta Platforms, Inc., Twitter, Inc., and TikTok, Inc., and their respective directors, officers, employees, agents and contractors (collectively, the “**Releasees**”) from any and all actions, causes of action, claims, suits, demands, damages, interest, expenses or compensation of whatever kind (collectively, “**Claims**”), whether known or unknown, suspected or unsuspected, arising in law or in equity, including, without limitation, any matters arising in connection with participating in the Contest, receiving and making use of any of the prizes awarded, and any errors or omissions in the offer or administration of this Contest, including but not limited to errors in the advertising, the Contest Terms & Conditions, the selection and announcement of the winners, or the distribution of any prize; and
- (j) The Entrant hereby agrees to indemnify and hold harmless the Releasees from any and all liability for any injuries, loss or damage of any kind to the Entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in the Contest, any breach of the Contest Terms & Conditions, or in any prize-related activity.

## **7. SELECTION OF WINNERS**

- 7.1 Selection of winners will take place once per week during the Contest period by way of random draw on each of the following dates: (i) June 13, 2022; (ii) June 20, 2022; (iii) June 27, 2022; (iv) July 4, 2022; (v) July 11, 2022; (vi) July 18, 2022; (vii) July 25, 2022; and (viii) August 2, 2022. All eligible social media posts from Monday at 12:00 AM to Sunday at 11:59 PM (Pacific Standard Time) will be included in the draw for a given week. The winners will be drawn using a random numeric generation system. For greater certainty, social media posts that are not selected as the winner for a given week will not be included in the draw for any subsequent week during the Contest Period; a new entry must be submitted by the Entrant following the Contest entry procedures set forth in Sections 5.1 and 5.2 above in order to be included in the draw for the applicable week.

## **8. NOTIFICATION OF WINNERS AND PROVISION OF WINNER ENTRANT’S LEGAL NAME AND ADDRESS INFORMATION**

- 8.1 Metro Vancouver will notify each winner by contacting the winner using the social media account associated with that Entrant.
- 8.2 The winner must respond to Metro Vancouver within 48 hours of such notification and must provide to Metro Vancouver the following required information and documentation:
  - (a) Forthwith, the Entrant’s full legal name, email address and residential address; and

- (b) Prior to collection of the Prize Package (as hereinafter defined), a completed Contest Release and Acknowledgment, in the required form (as set out in Schedule A attached hereto).
- 8.3 Without limiting the generality of Section 8.2, prior to collection of the Prize Package, the winner must correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question.
- 8.4 Failure of the winner to respond to Metro Vancouver within 48 hours of Metro Vancouver's notification of the winner or to provide the required information and documentation in accordance with Section 8.2, or failure to correctly answer the time-limited mathematical skill-testing question in accordance with Section 8.3, will result in the immediate forfeiture of the Prize Package.
- 8.5 In the event of a forfeiture of the Prize Package in accordance with Section 8.4, Metro Vancouver will hold a subsequent random draw to select a new winner. The new winner must comply with the above rules for notification, response and provision of required information and documentation within the stipulated timeframe.
- 8.6 The Prize Package will be picked up by the winner either on the date of the Coquitlam Watershed tour, or at Metro Vancouver's Info Centre at a time agreed upon by Metro Vancouver and the winner.
- 8.7 All contact information provided will be used solely for the purposes of this Contest. If you have any questions regarding the collection and use of information, please contact Alison Schatz, Senior Communications Specialist, Metro Vancouver, [Alison.schatz@metrovancover.org](mailto:Alison.schatz@metrovancover.org), 604-432-6304.

## 9. CONTEST PRIZE

- 9.1 A total of eight (8) Prize Packages will be awarded during the Contest period. For greater certainty, each selected winner will only be eligible to receive one (1) Prize Package.
- 9.2 Each prize consists of the following (each, a "**Prize Package**"): (i) one (1) tour of the Coquitlam Watershed for two (2) people; (ii) one (1) high quality reusable travel mug; (iii) two (2) reusable mesh produce bags; and (iv) one (1) gift card for \$25 to a local business of the winner's choice (the business must be located in the Metro Vancouver region, offer reusable alternatives, and sell gift cards/certificates). Each Prize Package is valued at approximately \$50 (CAD).
- 9.3 General Conditions for all Prize Packages:
  - (a) Selected winners must be available on one of two dates to take part in the Coquitlam Watershed tour as follows: Friday, August 12, 2022 from 9:00 AM to 12:30 PM or Sunday, August 21, 2022 from 9:00 AM to 12:30 PM. Tour spots will be filled on a first come, first served basis.

- (b) The \$25 gift card to a local business cannot be for a liquor store, wine store, or cannabis dispensary. It must be a business that operates locations in the Metro Vancouver region, but it does not have to be a business that was founded or with headquarters in the region. Examples of acceptable local businesses include:
  - (i) A coffee shop where you can get your drink in your reusable mug (either to go or for-here);
  - (ii) A restaurant that offers takeout in reusable containers, or lets you bring your own reusable container;
  - (iii) A restaurant that asks before giving out straws and single-use utensils with takeout orders;
  - (iv) A grocery store where you can put produce in reusable mesh bags and pack your groceries in reusable tote bags; or
  - (v) A package-free grocery store.
- (c) Prize Packages must be accepted as awarded. Prize Packages are non-transferable and non-redeemable for cash. No substitutions are permitted, except with the permission of Metro Vancouver, which reserves the right to substitute any Prize Package (or portion thereof) with a prize of equal or greater value. The odds of winning any Prize Package depends on the total number of eligible entries.
- (d) No cash or compensation will be offered in exchange for the Prize Package (or any portion thereof).

9.4 All claims, disputes or issues will be decided in a court of competent jurisdiction within the Province of British Columbia.

**SCHEDULE A**

**CONTEST RELEASE & ACKNOWLEDGEMENT**

To: The winner of Metro Vancouver’s “What’s your Superhabit?” Social Media Contest (the “Contest”)

I \_\_\_\_\_ [full name] the undersigned, of \_\_\_\_\_ [street name and number, unit number, if any] in the City of \_\_\_\_\_, Province of British Columbia, in consideration of having won (i) one (1) tour of the Coquitlam Watershed for two (2) people; (ii) one (1) high quality reusable travel mug; (iii) two (2) reusable mesh produce bags; and (iv) one (1) gift card for \$25 to a local business of the winner’s choice (the business must be located in Metro Vancouver, offer reusable alternatives, and sell gift cards/certificates) (collectively valued at approximately \$50 (CAD)) in the Contest (collectively, the “Prize Package”), hereby agree as follows:

1. I accept the Prize Package as awarded by the Metro Vancouver Regional District (“Metro Vancouver”);
2. I acknowledge and agree that I have read and fully complied with the Contest Terms & Conditions and that any breach of the Contest Terms & Conditions will result in the immediate forfeiture of any Prize Package that I have won;
3. I hereby release and forever discharge Metro Vancouver, Meta Platforms, Inc., Twitter, Inc., and TikTok, Inc., and their respective directors, officers, employees, agents and any other persons acting for and on behalf of Metro Vancouver in the Contest, of and from any and all actions, causes of action, claims, suits, demands, damages, interest, expenses or compensation of whatever kind, whether known or unknown, suspected or unsuspected, arising in law or in equity, including without limitation any matters arising in connection with participating in the Contest, receiving and making use of any prize awarded, and any errors or omissions in the offer or administration of this Contest, including but not limited to errors in the advertising, the Contest Terms & Conditions, the selection and announcement of the winners or the distribution of any prize; and
4. This Release will be construed in accordance with and governed by the laws of the Province of British Columbia and the laws of Canada in force in the Province of British Columbia.

Dated at \_\_\_\_\_ [City] in the Province of British Columbia this \_\_\_\_\_ day of \_\_\_\_\_, 2022

Signed by: \_\_\_\_\_

Name: \_\_\_\_\_

If the winner is under the age of majority:

Signature of Parent or Guardian: \_\_\_\_\_

Name: \_\_\_\_\_