



#CRiverCollection Hashtag Contest  
Official Contest Rules & Regulations

**By entering this Contest, you (the “Entrant”) agree to abide by these Official Contest Rules & Regulations (the “Rules”). The decisions of the Sponsor with respect to all aspects of the Contest are final. Standard data rates apply to participants who choose to participate in the Contest through a wireless mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.**

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

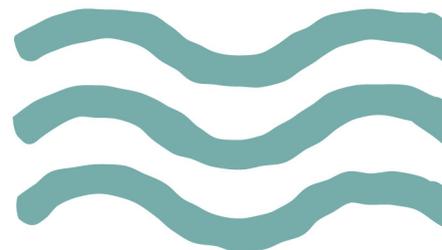
**1. Introduction:** The #CriverCollection Hashtag Contest (the “Contest”) is sponsored by Destination Think! Professional Services doing business as Destination Campbell River (hereinafter referred to as the “Sponsor”). Eligible entrants must either: (i) capture a location-specific original photo or video related to the Campbell River Collection Pieces (as defined below) and post their photo or video to Instagram, or (ii) submit a written story related to both Campbell River and the Collection Pieces (all as further described below). If your Instagram post or written story is selected by our panel of judges to win a contest prize, you will be notified directly by the Sponsor. You will have five (5) days to respond and, subject to compliance with these Rules, will be eligible to win.

**2. Instagram:** The Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram. Instagram is completely released of all liability by each participant in the Contest. You understand that you are providing your information to Sponsor and not to Instagram. Any questions or complaints regarding the Contest should be directed to Sponsor and not to Instagram.

**3. Eligibility:** This Contest is open only to those who have reached the legal age of majority in their jurisdiction of residence as of the date of entry. The Campaign is open exclusively to residents of British Columbia and Alberta. Employees of Destination Campbell River and Destination Think! and their respective its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively, the “Employees”), and immediate family members (defined as parents, children, siblings, spouses and life partners) and/or those living in the same household of Employees are not eligible to participate in the Contest. The Contest is subject to all applicable federal, provincial, state, and local laws and regulations. Void where prohibited.

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E [campbellriver@destinationthink.com](mailto:campbellriver@destinationthink.com)

**Destination Campbell River**  
Suite 100, 401 11th Ave  
Campbell River BC, V9W 4G2  
[WWW.CAMPBELLRIVER.TRAVEL](http://WWW.CAMPBELLRIVER.TRAVEL)





**3. Contest Period:** Entries will be accepted online starting at 12:00 p.m. Pacific Time on August 25, 2019, and ending at 11:59 p.m. Pacific Time on October 18, 2019 (the “**Contest Period**”). Entries received prior to or after the Contest Period will not be eligible.

**4. How to Enter:** The Contest may be entered during the Contest Period by posting on Instagram or by submitting a written story that depicts or describes an experience that showcases at least one of the Campbell River Collection Pieces, a collection of themes reflective of Campbell River and further described at [crivercollection.com](http://crivercollection.com) (collectively, the “**Collection Pieces**”, each a “**Collection Piece**”). Internet access required. No other means of submission will be accepted.

To enter via Instagram:

- Log in to your non-private Instagram account (or create an account at [www.instagram.com](http://www.instagram.com))
- Post an original Campbell River Collection Piece-related photograph or video taken at any period of time in or around Campbell River (within a 25-kilometre radius), with the post caption containing the hashtag #CRiverCollection.

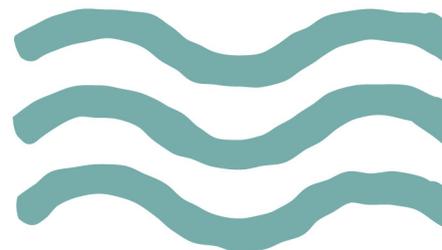
To enter via written story:

- Access the official Contest website at [www.crivercollection.com](http://www.crivercollection.com).
- Select “Add Your Story” from any of the 12 Collection Pieces page links to submit your story. A full name and valid email address are required.

When all required steps of the entry process are complete, you will automatically be eligible to earn one (1) entry (an “**Entry**”, collectively “**Entries**”) in the Contest. For the purpose of these Rules, an Entry includes an entrant’s original submitted photo, video or written story, and any and all associated content, comments and material(s).

All Entries must:

- Showcase at least one Collection Piece;
- Be received between 12:00 noon Pacific Time on August 25, 2019, and 11:59 p.m. Pacific Time on October 18, 2019, as determined by the Sponsor's server machines;
- Not be deleted or altered during the Contest Period;





- Not contain any image/likeness/voice of any identifiable third parties if they are under the age of majority in their jurisdiction of residence; and
- Be original and in good taste.

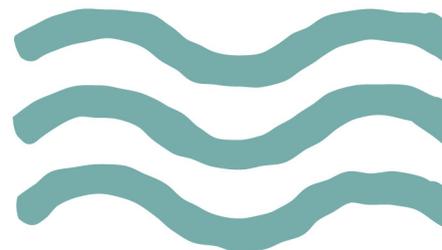
Entries submitted by posting on Instagram must:

- Be photographed or filmed within a 25 Kilometer radius of Campbell River;
- Be publicly shared;
- Comply with the Instagram platform's terms of service and technical requirements, available at [www.instagram.com](http://www.instagram.com); and
- Include the hashtag: #CRiverCollection in the post caption.

Entries submitted by a written story must describe a personal experience or experience related to at least one of the 12 Collection Pieces, and relevant to Campbell River.

By following the above steps, each eligible Entry will be entered into the Contest. By participating in the Contest, the Entrant agrees to be bound by these Rules and by the interpretation of these Rules by the Sponsor and further warrants and represents that his/her/their entry :

- Is original to him/her/them;
- Does not and will not violate any law, statute, ordinance or regulation, including, but not limited to, the violation of any third party's proprietary or intellectual property rights;
- Does not contain any image/likeness/voice of any third parties or, if your entry does contain the likeness of any third party(ies), you represent and warrant to the Sponsor that you have obtained all necessary rights from all such persons to share their image online as part of your participation in the Contest and you agree to indemnify and hold harmless the Sponsor from and against any and all claims related, directly or indirectly, to your submission – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property-related or other cause of action;
- Will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- Is not defamatory, trade libellous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:
  - Nudity;



- Sexual activity;
  - Crude, vulgar or offensive language and/or symbols;
  - Derogatory characterizations of any ethnic, racial, sexual or religious groups;
  - Content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
  - Personal information of individuals, including without limitation, names and addresses (physical or e-mail);
  - Conduct or other activities in violation of these Official Rules;
  - Commercial messages, comparisons or solicitations for products or services;
  - Any identifiable third party products and/or trade-marks, brands or logos. For example, any clothing worn by persons appearing in a Content must not contain any visible logos, trade-marks or other third party materials;
  - URLs or links to any third-party websites (excluding [bettertogetherbc.ca](http://bettertogetherbc.ca) and excluding any website used to acknowledge the source of a recipe); and
- Any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor and/or the contest judges in their sole and exclusive discretion.

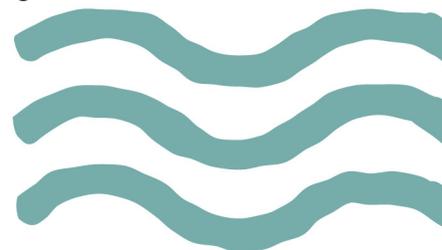
The Sponsor reserves the right, in its sole and unfettered discretion, to disqualify at any time during the Contest any entry that it believes may infringe on the rights of any third parties and any entry it deems inappropriate, lewd or offensive in any way or which otherwise may not comply in full with these Rules.

The entry must fulfill all Contest requirements, as specified in these Rules. Entries that are incomplete or do not adhere to the Rules may be disqualified at the sole discretion of the Sponsor. If an Entrant uses fraudulent methods or otherwise attempts to circumvent the rules, their submission may be disqualified at the sole discretion of the Sponsor.

In the event of a dispute, all electronic entries will be deemed made by the authorized account holder of the Instagram or email account used to submit the Entry.

**5. Prizes:** There are four prizes (“Prizes”, each a “Prize”) available to be won, consisting of the following:

- **THE POINT IN TIME.** Package includes: Four (4) admission passes to the Museum at Campbell River, and a 4-hour Big Animal Encounters Whale & Wildlife Tour for four (4) adults (must be 12 years of age or older to participate. Subject to seasonal availability as determined by Big Animal Encounters

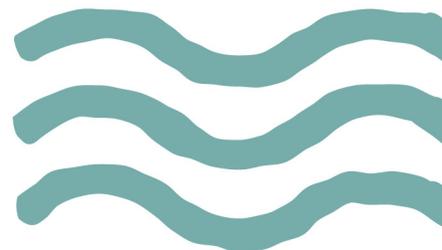


in their sole discretion). The prize must be redeemed by September 15, 2020. Approximate retail value of \$556.00 CAD.

- **THE DRIFTED CREATION:** A 3-hour Adventure Quest Tours Whale & Wildlife Tour for two (2) adults (must be 12 years of age or older to participate. Subject to seasonal availability as determined by Adventure Quest Tours in their sole discretion); one (1) night standard accommodation at Anchor Inn & Suites for two (2) people in a Standard Guest Room, (Double, Queen, and Kings bed options provided but subject to availability); a Drifted Creations Orca wall sculpture; and a \$20 meal certificate. The prize must be redeemed by September 30, 2020. Approximate retail value of \$870.00 CAD.
- **THE NEW HEIGHTS:** a 45-minute 49 North Helicopters Scenic Helicopter flight for two (2) adults; and two (2) nights' accommodation for two (2) people in a standard 1-Bedroom Chalet at Oyster Bay Resorts, based on double occupancy. The prize must be redeemed by October 31, 2020. Approximate retail value \$1,146.00 CAD.
- **THE RIVER WARRIOR:** A 6-hour Sea Beyond Adventures guided river fishing adventure for two (2) people (subject to seasonal availability as determined by Sea Beyond Adventures in their sole discretion); and two (2) nights' standard accommodation for two (2) people in the historic Haig-Brown House Bed & Breakfast. The prize must be redeemed by October 31, 2020. Approximate retail value of \$1080.00 CAD.

Prizes that require booking with the Prize operator are subject to availability and seasonal hours. Prizes must be redeemed before the final redemption date specified above. **Prizes solely consist of those items specifically listed as part of the prize and DO NOT include transportation.**

Without limiting the generality of the foregoing, each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. The actual value of the Prize may differ at the time the Prize is awarded. Sponsor reserves the right, in its sole discretion, to substitute any Prize with a prize of equal or greater value, including, without limitation, but at Sponsor's sole discretion, a cash award. As part of the Prize acceptance agreement, each winner agrees to accept the Prize "as is", and entrants hereby acknowledge that Sponsor has neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to a Prize, including, without limitation, to a Prize's quality, merchantability or fitness for a particular purpose or express warranties (if any) provided exclusively by a prize supplier that are sent along



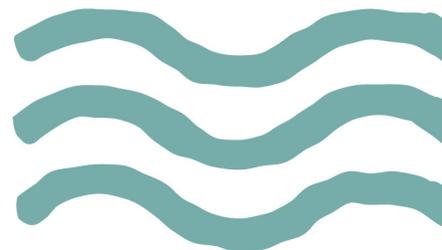
with a Prize. If a Prize winner does not accept or use the entire Prize (as awarded), the unaccepted or unused part of the Prize will be forfeited and Sponsor will have no further obligation with respect to that Prize or portion of the Prize. Sponsor is not responsible for and the winner will not receive the difference between the actual value of the Prize at the time of award and the stated value in these Rules or any Contest-related materials.

Entrants selected to win a prize (“**Winners**”, each a “**Winner**”) and his/her/their travelling companion are solely responsible for all costs not expressly described herein, including, without limitation, as applicable, all transportation, accommodations or additional accommodations if required, health/travel insurance, taxes, fuel/currency surcharges, meals and beverages or additional meals and beverages if required, room service, gratuities, merchandise, telephone calls, any required travel documentation and all personal expenses of any kind or nature. Prizes, including, but not limited to, accommodation, tours, and activities, are subject to availability and operating hour limitations, as applicable, and may change without notice or compensation. All accommodations based on double occupancy unless otherwise expressly stated. It is recommended that the Winner and his/her/their travelling companion obtain sufficient personal insurance prior to departure. No change in travel arrangements can be made by the Winner once his/her/their booking has been confirmed. In order to take advantage of the Prize, Winner and travelling companion may require access to a private vehicle at their expense.

**There is a limit of one (1) Prize per person.**

**6. Winner Selection:** Winners will be selected from all qualifying Entries received on September 3, September 13, September 27, and October 15, 2019 (each a “**Selection Date**”) from all entries received by 11:59pm PT the day before each such Selection Date, for a total of four (4) Winners throughout the Contest Period. Entries are cumulative throughout the Contest Period and eligible for adjudication until the final Selection Date. Winners will be selected by a panel of judges comprised of Sponsor staff (the “**Panel**”). There is a limit of one (1) Prize per person, regardless of the number of Entries submitted or Entry methods used. Once a is selected, all other Entries submitted by that Winner are void. The chances of winning depend on the number and calibre of entries received in accordance with these

Rules prior to the entry deadline for each Selection Date and on the decisions of the Panel acting in its sole discretion. Judging is subjective and the decisions of the panel are final.





**Entries will be selected in the Panels' sole and exclusive discretion and selection of the Winners will be based on the specified criteria listed below.**

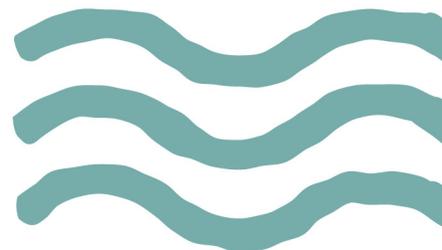
**7. Winner Selection Criteria:** Winning entry will be selected based on the degree to which the Panel considers, in its discretion, the Entry meets criteria below:

Criteria	Weight
Featuring a guided or self-guided experience that aligns with one of the 12 Collection Piece experiences featured on <a href="http://www.crivercollection.com">www.crivercollection.com</a>	30%
Quality & creativity of content	30%
Featuring the subject matter as defined by experience (e.g. bears, Elk Falls, salmon, flightseeing)	20%
Captures or refers to a recognizable Campbell River location	20%

**CONTENT ADJUDICATION CRITERIA AND CONTENT EXAMPLES [HERE](#)**

**8. Winner Notification and Verification:** Winner will be notified through direct message on Instagram, a comment on the Entry, an email to the email address provided with the submission of a written story, or any combination thereof (each a “**Notification Method**”), within five (5) days following the applicable Selection Date. Winner will then be required to send an email reply, within five (5) days, to the address provided in Sponsor’s communication referred to above, to provide their name and full contact

information and make arrangements with Sponsor for the Winner to take all steps required by these Rules before being declared a winner. The inability of the Sponsor to contact a selected entrant after at least one (1) attempt per day by any Notification Method over a five (5) day period, or non-compliance with any other specified time period in these Rules, may result in disqualification. Sponsor shall have no liability for Winner’s failure to receive notices for any reason whatsoever. Return of any prize notification as





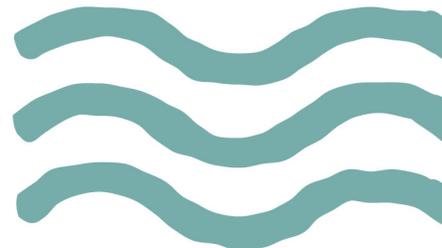
undeliverable, or the failure or inability of the selected entrant to accept the Prize or to otherwise comply in full with these Rules, will result in disqualification and, at the discretion of the Sponsor, selection of an alternate winner. Should one or more selected entrants not be declared winners, the Sponsor reserves the right to abridge the time frames referred to in these Rules or to not award any prize. Receipt by Winner of the prize offered in this Contest is conditioned upon compliance with any and all federal, provincial, state, and local laws and regulations.

Each Winner is subject to verification by the Sponsor, including proof of identity and eligibility. Before any entrant will be declared a winner, he/she/they (and, at the sole discretion of the Sponsor, his/her/their travelling companion) will be required to execute and return a Declaration of Eligibility and Liability/Publicity Release (“**Release**”) which (i) requires the selected entrant to confirm compliance with these Rules and acceptance of the Prize as offered; (ii) releases the Sponsor and its subsidiaries, affiliates, directors, officers, employees and agents (collectively, the “**Released Parties**”) with respect to injuries, accident, loss or damages relating to the Contest or the awarding of the Prize and indemnifies the Released Parties, their advertising and promotion agencies and the Contest judges against any and all claims, damages, liabilities, costs, and expenses incurred in connection with the Contest and any Prize and/or use of the Winner’s Entry, including without limitation, any claim that the Entry infringes a proprietary interest of any third party; and (iii) acknowledges the Sponsor’s and its agents’, subsidiaries’ or affiliates’ right to publish and/or broadcast your Entry, name, portrait, likeness, picture, voice, image, statements, and biographical information without further compensation, notice, review or consent, other than the Prize offered and the grant to the Sponsor of an irrevocable, perpetual, universe-wide, fully paid-up and royalty-free license to copy, excerpt, edit, repurpose and in any manner and use their Entry (including, without limitation, by means of digitizing or otherwise encoding such Entry), and to use, re-use, publish, re-publish and otherwise exploit such Entry in whole or in part, individually or in conjunction with other photographs or images, in any and all media now known or hereafter devised and for any purpose whatsoever, including, without limitation, for use in advertising, promotion and trade throughout the universe in its sole discretion without any additional compensation. Notice, review or consent.

ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT SPONSOR’S SOLE DISCRETION) WILL RESULT IN WINNER’S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

**9. Rights Granted the Entrant:** By participating in this Contest, the Entrant:

- Grant to the Sponsor a non-exclusive licence to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without

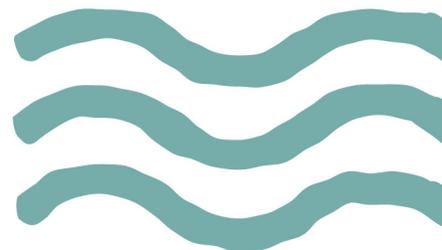


limitation, your Entry, in whole or in part, for advertising, promotional, public relations, or for any other reason and agrees that the Sponsor can use your Entry without any attribution or any further compensation, notice, review or consent;

- Grant to the Sponsor, where permitted by law, the right to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, your name, portrait, likeness, picture, voice, image, statements, and biographical information in association with the Campaign, Contest, or Entry, for advertising, promotional, public relations, or for any other reason and agrees that the Sponsor can use your Entry without any attribution or any further compensation, notice, review or consent;
- Agree that the rights and licenses granted herein may be exercised by the Sponsor, anyone acting on behalf of the Sponsor, and the Sponsor's licensees, successors, and assignees;
- Releases and holds harmless Sponsor and its advertising and promotion agencies, the Contest judges and each of their respective agents, employees, directors, successors, and assigns against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property-related cause of action. Sponsor and/or the Contest judges reserve the right, in their sole discretion, to ask Instagram to remove any content or Entry if a complaint is received with respect to the Entry, or for any other reason;
- Consents to Sponsor contacting them in accordance with these Rules and agrees not to challenge or claim against Sponsor in relation to the Contest.

**10. Agreement to Rules:** By participating, the Entrant agrees to be fully and unconditionally bound by these Rules and the Sponsor's Privacy Policy, available at: <https://www.campbellriver.travel/privacy-policy/>, and willingness to be contacted by any Notification Method if selected as a Winner. The Entrant represents and warrants that the Entrant meets the eligibility requirements and agree to accept the decisions of the Sponsor as final and binding as it relates to this Contest. If any provisions of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

**11. Limitation of Liability:** By entering, the Entrant agree to release and hold harmless Sponsor and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) Entrant's participation in the Contest and/or his/her/their acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or



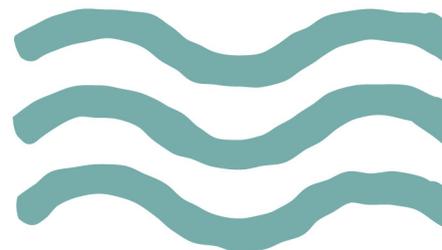


inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Contest; (v) electronic or human error in the administration of the Contest or the processing of entries.

**12. Disputes:** THIS CONTEST IS GOVERNED BY THE LAWS OF CANADA AND BRITISH COLUMBIA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Contest, the Entrant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in British Columbia and having jurisdiction. The Entrant waives any and all objections to jurisdiction and venue in these courts. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest). Participant further waives all rights to have damages multiplied or increased.

**13. Privacy Policy:** Sponsor will be collecting personal data about selected entrants (including, without limitation, e-mail addresses) when they enter the Contest for the purpose of administering the Contest. By participating in the Contest, the Entrant agrees that all personal information collected by Sponsor (including that collected from the Winners in the course of Prize fulfilment) may be used in accordance with and subject to the Sponsor's Privacy Policy available at: <https://www.campbellriver.travel/privacy-policy/>. Notwithstanding any language to the contrary in the Sponsor's Privacy Policy, the Sponsor may use personal information collected by the Sponsor to send the Entrant a direct message on Instagram for notification purposes as further described in Section 8, above.

**14. General Conditions:** Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should virus, bug, non-authorized human intervention, fraud, or other cause beyond Sponsor's control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, Sponsor may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Rules. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including without limitation, any decisions regarding the eligibility/disqualification of entries.





Sponsor has the right, in its sole discretion, to maintain the integrity of the Contest, disqualify content including, but not limited to: the use of bots, macros, scripts, or other technical means for entering. Any attempt by the Entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek damages to the fullest extent permitted by law.

Sponsor is not responsible for any incorrect, inaccurate, illegible, incomplete, lost, late, damaged, destroyed, misdirected or unintelligible entries or information, which will be disqualified, or for failed, partial or garbled computer transmissions, whether caused by the website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest for reasons which are beyond the Sponsor's control. Sponsor does not assume responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries for reasons which are beyond the Sponsor's control. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software or failure of email on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or to any other person's computer related to or resulting from participating in the Contest except to the extent that any death or personal injury is caused by the negligence of the Sponsor.

**16. Sponsor:** The Sponsor of the Contest is Destination Think! Professional Services, 1285 West Broadway, Suite 600, Vancouver, BC, V6H 3X8; doing business as Destination Campbell River.

