

CAMH Sunrise Challenge 2024 Social Share Contest (the “Contest”)

OFFICIAL CONTEST RULES

By participating or attempting to participate in the Contest, you will be deemed to have received, understood and agreed to these Official Contest Rules.

1. GENERAL

NO PURCHASE NECESSARY TO ENTER OR WIN. The Contest begins on Monday, May 27, 2024 at 12:01am Eastern Time (ET) and ends on Friday, May 31, 2024 at 12:00 PM ET (the “Contest Period”). The Contest is run by Centre for Addiction and Mental Health Foundation (the “Sponsor”).

2. ELIGIBILITY

The Contest is open to all legal residents of Canada (excluding Quebec). Entrants must have attained the age of majority in their respective province/territory at the time of entry.

Entrants are not eligible to participate in the Contest if they are:

- employees, directors, officers, agents or representatives of the Sponsor or its affiliates; or
- a member of the household (whether or not related) and/or immediate family of any of the above parties. For the purpose of the Contest Rules, “immediate family” means spouse, mother, father, brother, sister, son and/or daughter, whether or not they reside in the same household.

The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof within a reasonable period of time may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purpose of this Contest must be truthful, complete, accurate and in no way misleading. The winning participant can confirm their identification by showing government issued photo ID to a Sponsor representative via a virtual video platform.

3. HOW TO ENTER

NO PURCHASE NECESSARY to enter the Contest. Internet access is required. To enter, during the Contest Period, entrant must (1) use their web browser to visit www.sunrisechallenge.ca (the “Contest Website”) and complete registration to participate in the 2024 CAMH Sunrise Challenge by providing the following information [Full Name, email address, phone number] and (2) share a photo of their “Sunrise Moment” to a social media platform with the tag #CAMHSunriseChallenge, during the Contest Period and thereafter, the entrant will automatically receive one (1) entry into the Contest, unless the entrant has opted out of participating in the Contest by providing an email to Sponsor at sunrisechallenge@camh.ca (each an “Entry” and collectively, the “Entries”). No Entries will be accepted by any other means.

Entries are limited to one (1) entry per person during the Contest Period. Any attempt to exceed the Entry limit is a violation of these Official Contest Rules and may result in disqualification. All Entries must

be received during the Contest Period. Entries will be declared invalid if they are late, incomplete, falsified, garbled, or tampered with in any way.

4. HOW TO WIN

Each day of May 27 to May 31, 2024, at 11:00 AM ET, at CAMH Foundation, 100 Stokes Street, Toronto, ON, Sponsor will randomly draw twenty-five (25) Sunrise Moments shared on social media channels that day, as eligible to win the prize (the "Selected Entrant"). The Selected Entrants will be chosen using an online social media aggregator tool. Odds of being the Selected Entrant depend on the total number of eligible Entries received during the Contest Period.

5. PRIZE CLAIM CONDITIONS

Each day of May 27 to May 31, 2024, the Selected Entrants will be notified by private message on the social media platform to which they posted.

The Prize will be delivered via electronic gift card via private message to the Winner's social media account.

Return of any Prize, failure to take delivery of the Prize as instructed, or Selected Entrant notification as undeliverable, inability to reach Selected Entrant or failure of Selected Entrant to respond to notification by Sponsor, failure to provide proof of eligibility (if requested), Contest Release or other required documentation, failure to correctly answer the skill-testing question, by the Prize Claim Date, or other non-compliance with these Official Contest Rules may result in disqualification, forfeiture of the prize and at Sponsor's sole discretion, selection of an alternate eligible entrant for the forfeited prize in accordance with these Official Contest Rules. The Sponsor is not responsible for a Selected Entrant's failure to receive notification from Sponsor, for any reason whatsoever.

6. PRIZE

Each day of the contest period, there will be twenty-five (25) prizes (the "Prize") available to be won, each consisting of a \$10.00 (CAD) Starbucks Electronic Gift Card from Starbucks Canada (the "Prize Supplier") The Prize will be awarded only to a verified winner in Canada (excluding Quebec) (the "Winner"). Approximate retail value of each Prize is \$10.00 CDN. The Prize may be subject to additional terms and conditions as imposed by the Prize Supplier.

The Prize must be accepted as awarded and cannot be transferred, assigned, sold, substituted or redeemed for cash, except that the Sponsor in its sole discretion, reserves the right to substitute a prize of equal or greater monetary value if the Prize cannot be awarded as described due to unavailability for any reason. Sponsor will not replace a lost or stolen Prize. Any other taxes, costs, fees or expenses associated with the Prize not specified herein will be the responsibility of the Winner.

7. GENERAL CONDITIONS

Winning the Prize is contingent on fulfilling all the requirements set forth herein. Mass Entries, automated Entries, Entries submitted by third parties, and any Entries or Prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. All Entries and Prize claims are subject to verification. Proof of Entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Contest Rules. Decisions of Sponsor will be final and binding on all matters pertaining to this Contest. Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Contest Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Contest Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Contest Rules is determined to be invalid or otherwise unenforceable, then the Official Contest Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The Sponsor reserves the right, in its sole discretion, to terminate the Contest, in whole or in part, or modify, amend or suspend the Contest and/or the Contest Rules in any way at any time for any reason without prior notice or compensation.

8. LIMITATION OF LIABILITY AND RELEASE

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE SPONSOR, CENTRE FOR ADDICTION AND MENTAL HEALTH FOUNDATION, AND THE PRIZE SUPPLIER, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, VOLUNTEERS, AND REPRESENTATIVES, SUCCESSORS AND ASSIGNS, (COLLECTIVELY, THE "RELEASEES") HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM A PRIZE, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE, OR THE MERCHANDISE FOR WHICH IT IS REDEEMED. FURTHER BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT RELEASEES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: (A) ENTRANTS FAILURE TO COMPLY WITH THESE OFFICIAL CONTEST RULES; (B) ANY BREACH OF THESE OFFICIAL CONTEST RULES; (C) ENTRY OR PARTICIPATION IN THIS CONTEST, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE, OR (D) ANY CLAIMS BASED ON PERSONAL OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY.

Without limiting the foregoing, the Releasees, and any of Sponsor's other agencies, suppliers or contractors, shall not be responsible or liable for: (a) late, lost, incomplete, illegible, misdirected, stolen, delayed, damaged or destroyed Entries, notifications, replies or any Contest Release; (b) for lost, interrupted, inaccessible or unavailable networks, servers, Internet Service Providers, on-line systems, telephone networks or lines, websites or other connection, related to the Contest; (c) for printing, distribution, programming or production errors, and errors of any kind, including but not limited to human, electronic, mechanical and/or technical in nature; (d) for failure or technical malfunction of any telephone network or lines, computer and online systems, servers, computer equipment, software, viruses or bugs, e-mail, or browsers on account of technical problems or traffic congestion on the Internet, any websites related to the Contest, or any combination thereof or otherwise; (e) for any injury or damage to entrant, entrant's computer and computer equipment, or any other person's computer related to or resulting from participating in or downloading material in connection with the Contest; (f) for incorrect or inaccurate or incomplete information that is caused by Contest 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 processing of submissions in the Contest; (g) and/or for weather conditions, event cancellations, delay or rescheduling or other factors beyond the Sponsor's control.

9. DISQUALIFICATION

Should a Winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his/her Prize, or the cash value thereof. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant who is found to be tampering with or attempting to tamper with the entry process or with the operation and administration of the Contest; acting with the intent to annoy, abuse, threaten or harass any other person, or with the intent to disrupt or undermine the legitimate operation of the Contest; or in violation of the Contest Rules.

WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERABLY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMIND THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

10. PERSONAL INFORMATION

By participating in the Contest, the entrant consents to the collection, use and disclosure of his/her personal information provided to Sponsor when entering the Contest for the purpose of administering the Contest (by Sponsor and any applicable service providers engaged to administer the Contest), awarding the Prize and announcing the Winner and any subsequent advertising or promotion related thereto or as otherwise required or permitted by applicable law. For further information about

Sponsor's privacy practices, please see Sponsor's privacy policy available at www.camh.ca/en/terms-of-use.

By participating in this Contest, each entrant consents to the Sponsor's use, should the entrant become the Winner, of the entrant's name, city/province/territory of residence, picture, biographical information, statements, in any advertising and publicity Sponsor may conduct relating to the Contest in any media or format (including the internet), whether now known or hereafter developed, at any time or times in perpetuity, without further compensation or notice.

11. GOVERNING LAW

All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario and Canada including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

12. DISCREPANCIES

In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials or advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.