

The REAL West Coast: Canada's Surf Highway OFFICIAL RULES & REGULATIONS - 2017

OFFICIAL RULES & REGULATIONS OF THE REAL WEST COAST: "Canada's Surf Highway Contest". THE "Canada's Surf Highway Contest" IS OPEN ONLY TO CANADIAN RESIDENTS WHO HAVE REACHED THE AGE OF MAJORITY IN THEIR PROVINCE AT THE TIME OF ENTRY. NO PURCHASE IS NECESSARY TO ENTER OR WIN. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THE OFFICIAL RULES & REGULATIONS AS OUTLINED BELOW. ENTRY PERIOD: The Contest begins at 12:00 AM PST Thursday, June 8, 2017 and ends at 11:59 PM PST Tuesday, Oct 31, 2017.

METHODS OF ENTRY FOR THE REAL WEST COAST INSTAGRAM PHOTO CONTEST

Please note that your Instagram account must be public for your #canadassurfhwy images to be seen and entered in the contest. If your account is set to "Private Account", only your followers can see your images.

To be eligible for the Grand Prize selection:

1. Take an original photo at locations along "Canada's Surf Highway" between Port Alberni, Ucluelet, Pacific Rim National Park Reserve and Tofino. Photos must be uploaded to Instagram with #canadassurfhwy. Each photo uploaded with correct # will be entered in the ad-hoc prize draws AND will be eligible for selection of the Grand Prize award. Please note that we may ask for verification that the image was taken between Port Alberni and Tofino (and points in between) along Highway 4, Canada's Surf Highway.

To be eligible for the 11 ad-hoc prize draws between June 8 – October 31, 2017

Original photos:

1. Your original photo upload to Instagram with #canadassurfhwy of one or all of the 6 "Scenic Spots" identified on the map at www.theRealWestCoast.ca will be eligible for Grand Prize consideration as well as ad-hoc prize draws. Scenic Spot locations must be identifiable (by signage or viewpoint), and the Scenic Spot sponsor must be tagged in the photo post.

If You Are Not A Visitor During the Contest Dates:

1. Regram or repost a photo which was initially posted using #canadassurfhwy
2. Tag a friend in a comment of a photo tagged with #canadassurfhwy

All entries become the property of The REAL West Coast Community Consortium group, managed by Tourism Tofino. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by The REAL West Coast Community Consortium group, will be disqualified.

If the "Canada's Surf Highway Contest" is cancelled, modified, suspended or terminated, which The REAL West Coast Community Consortium group reserves the right to do at its discretion, if factors beyond its control make the contest unable to be administered as planned, notice will be posted on

www.TheRealWestCoast.ca in addition to both The REAL West Coast's Instagram account @the_real_west_coast and via the REAL West Coast MailChimp subscriber mailing list.

ELIGIBILITY: The "Canada's Surf Highway Contest" is open to Canadian residents who have reached the age of majority in their province at the time of entry, except for employees of The REAL West Coast Community Consortium group (Tourism Tofino, Tourism Ucluelet, Alberni Valley Chamber of Commerce, Parks Canada, Destination British Columbia), individual prize sponsors, and members of their immediate

families. By entering the "Canada's Surf Highway Contest", entrants agree to comply with and be bound by these Official Rules & Regulations and the decisions of The REAL West Coast Community Consortium group, which are final and binding in all respects. Failure to comply with these Official Rules & Regulations may result in disqualification from the "Canada's Surf Highway Contest".

PRIZES: There are 10 bi-weekly prizes, one bonus prize and one grand prize available to be won, consisting of Real West Coast prize elements. Winners will be contacted by tagging the Instagram account used to post original photos, the account used to re-gram photos using #canadassurfhw or the account used to tag a friend on a #canadassurfhw photo post. Only posts using original photos are eligible to win the Grand Prize.

Prizes are as follows:

10 bi-weekly prizes, plus one "bonus" prize, to be drawn on a surprise date:

- One (1) Hot Springs Cove daytrip with round-trip boat transfer for two (2) adults with Jamie's Whaling Station and Adventure Centres
 - One (1) private Beach Yoga session for two (2) adults with Tofino Yoga
 - One (1) gift certificate for a \$100 dining credit from Long Beach Lodge Resort in Tofino
 - One (1) gift certificate for a \$75 food credit at Zoe's Bakery and Cafe in Ucluelet
 - One (1) gift certificate for a whale watching trip for two (2) with Ocean Outfitters
 - One (1) Gift Certificate for one night of accommodation in a state room and breakfast for two (2) adults at the Swept Away Inn in Port Alberni
 - Two (2) MEC Trail30 Daypacks from Mountain Equipment Co-op
 - One (1) \$50 dining credit for The Blue Room Bistro in Ucluelet and one (1) \$20 credit toward purchases at Thay Tea in Ucluelet
 - One (1) Gift Certificate for \$30 at Darwin's Cafe and admission for two (2) adults to the Tofino Botanical Gardens
 - Two (2) STORMTECH SRX-1 Tsunami Rain Shells
and
 - One (1) Grand Prize for two nights accommodations at Long Beach Lodge Resort and a \$1,000 gift card for use toward the purchase of camera gear at Best Buy Canada.
- * Blackout dates apply for the accommodation portion of the Grand Prize.

Some black-out periods may apply. All prize components expire **in 2018**. Only listed prize will be awarded, and no cash equivalent redemptions or prize substitutions will be made, except at the discretion of The Real West Coast Community Group. Lost or stolen prizes will not be replaced.

Prizes do not include any other item or expense not specifically described in these Official Rules & Regulations, and all additional expenses including, without limitation, travel expenses, if any, are the sole responsibility of the winner. Prize may not be transferred or assigned except to a surviving spouse living in the same household. Only listed prize will be awarded and no cash equivalent redemptions or prize substitutions will be made, except at the discretion of The Real West Coast Community Consortium group. Winner agrees to accept the prize "as is", and entrants hereby acknowledge that The REAL West Coast has neither made nor is in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the prize, including express warranties (if any) provided exclusively by a prize supplier that are sent along with the prize.

SELECTION OF WINNERS: The winner of all bi-weekly prizes and the Grand Prize will be selected by The REAL West Coast Community Consortium, managed by Tourism Tofino, and the Grand Prize will be awarded at random from all original photo #hashtag submissions received by Tuesday, October 31, 2017, from all eligible entries received at the time of each draw. All decisions of the contest sponsors are final. The REAL West Coast Community Consortium group reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained an unfair advantage in participating in the Contest or obtained winner status using fraudulent means. Odds of winning a prize depend on the number of eligible entries received. The winner will be notified via

Instagram as @the_real_west_coast, and/or e-mail, and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of The REAL West Coast Community Consortium group to contact a potential winner by these means within forty-eight (48) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at The REAL West Coast's discretion. In the event a winner declines a prize, The REAL West Coast may, at its discretion, select an alternate winner by random drawing. All selected entrants, upon notification, must, unaided, correctly answer a time-limited mathematical skill testing question, and sign and return liability/publicity release and prize acceptance forms, before being declared a winner. In the event that a selected entrant is unable to answer the skill-testing question correctly, The REAL West Coast shall have the right to disqualify said entrant and to select the next eligible entrant, and The REAL West Coast shall be fully and completely released and discharged from any liability or responsibility in this regard.

PUBLICITY, PRIVACY & PRIZE NOTIFICATION: Except where prohibited by law or regulation, by submitting an entry, entrant grants The REAL West Coast a perpetual, royalty-free license to use his/her name, photograph, voice, and likeness in connection with the promotion of this and other Contest, and entrants waive any and all claims and/or rights to receive any royalties or other compensation for The REAL West Coast's use thereof, unless prohibited by law. Entrants' information that The REAL West Coast collects will not be disclosed to third parties except where express permission was granted at email sign-up to the specific Community Consortium Contest Sponsors (Tourism Tofino, Tourism Ucluelet, Alberni Valley Chamber of Commerce.)

GENERAL CONDITIONS: The submission of an entry is solely the responsibility of the entrant. Only eligible entries actually received within each Entry Period will be included in the prize drawings. For purposes of these Official Rules & Regulations, "receipt" of an online entry occurs when The REAL West Coast receives an entry into its contest-specific database. Any automated computer receipt (such as one confirming delivery of email) does not constitute proof of actual receipt by The REAL West Coast of an entry for purposes of these Official Rules & Regulations. The REAL West Coast and their respective parents, subsidiaries and affiliates are not responsible for late, lost, delayed, unclear, unintelligible, incomplete, misdirected or ineligible entries, which will be disqualified, or for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the sender, or by any of the equipment or programming associated with or utilized in the Contest which may limit the ability to play or participate, or by any human error that may occur in the processing of the entries in the Contest. Any person attempting to defraud administrator or sponsor or in any way tamper with, damage, or undermine the legitimate operation of the Contest will be disqualified.

LIMITATION OF LIABILITY & RELEASE: By participating in the "Canada's Surf Highway Contest", entrants agree to indemnify and hold harmless The REAL West Coast Community Consortium (Tourism Tofino, Tourism Ucluelet, Alberni Valley Chamber of Commerce, Parks Canada, Destination British Columbia) and its parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees (collectively, "Releasees") from and against any and all injuries, losses, damages, claims, and actions of any kind arising from or relating to participation in the Contest, or acceptance, possession, use, misuse, or non-use of the prize that may be awarded, including, without limitation, actual, direct, indirect, consequential, punitive, special, or other damages.