

## **Contest Rules - \$10,000 Student Award from BMO**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING. PURCHASE IS NECESSARY TO ENTER OR WIN.**

**1. Eligibility:** Chance to win a \$10,000 Student Award from BMO (the “Contest”) is open only to those who enter online or via Mail-In Entry, who are aged 13+, and are a current registered student in good standing at a university, college, CEGEP or high school/secondary school in Canada. The Contest is only open to legal residents of Canada who reside in any province or territory within Canada, and is void where prohibited by law. Employees of 55 Rush Inc., the parent company of yconic (“The Sponsor”) their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers, and their immediate family members and/or those living in the same household of each are not eligible to participate in the Contest. The Contest is subject to all applicable federal, provincial/territorial and local laws and regulations. Void where prohibited.

**2. Agreement to Rules:** By participating, you agree to be fully unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of The Sponsor, as final and binding as it relates to the content. If you are under the age of majority in your province or territory of residence, you must have received the permission of a parent or guardian, who has agreed to be legally bound by these rules, (see Section 12 below) to enter the Contest and potentially become a winner of a prize. The Contest is subject to all applicable federal, provincial/territorial and local laws.

**3. Contest Period:** Entries will be accepted online starting on or about February 1, 2024 and ending January 31st, 2025, 11:59:59PM ET. All online entries must be received by January 31st, 2025, 11:59:59PM ET. Contest Sponsors reserve their right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received applicable eligible Entries.

**4. Contest Entry (“Entry”):** To enter the contest, the entrant must:

**Method One - Online Contest entry**

1. Visit the “Contest Website” at <https://yconic.55rush.com/bmo>;
2. Login with an active 55 Rush account (“55 Rush Account”) OR create a new 55

Rush Account. To create a new 55 Rush Account a contestant must provide a valid email, choose a password, and then provide a full name, birth date, and home postal code. To create a new Account a contestant must also agree to receive Commercial Electronic Messages ("CEM's") from 55 Rush Inc. ("55 Rush") but may unsubscribe from such messages at any time from within any CEM sent to the user without affecting their entry or odds of winning in the contest; and

3. Complete the Contest Entry Form (the "CE Form"). To Complete the CE Form Contestants must click to agree to the contest rules, privacy policy and terms of use. Once the CE Form is complete, the contestant must click submit. The contestant will then be registered with the contest and receive one contest entry. Incomplete CE Forms or CE Forms with false information will be deemed as invalid and will be disqualified. Only fully completed CE Forms with valid information received by the Sponsor's servers during the Contest Period will be accepted for entry into this Contest.

**Method Two – Mail In Entry - No Purchase Necessary:**

If an entrant does not wish to enter via the online entry method, the entrant may: print his/her first name, last name, email address, telephone number, complete mailing address (including postal code) and signature on a plain white piece of paper (no larger than 8.5 by 11 inches) and mail it (in an envelope with sufficient postage), to the Sponsor, at: Contest Administrator, 55 Rush, 300-174 Spadina Ave., Toronto, ON, M5T 2C2, Attn: Chance to win a \$10,000 Student Award from BMO Contest. Upon receipt and verification of an entrant's complete entry request in accordance with these Rules, the entrant will be registered with the contest and receive one (1) entry into the Contest. To be eligible, all mail-in entry requests must be postmarked during the Contest Period and received prior to the draw date in a separate envelope bearing sufficient postage (i.e. mass mail-in of entry requests in the same envelope will be void). The Releasees (defined in section 7.6 below) will not be responsible or liable for any lost, stolen, delayed, illegible, damaged, misdirected, insufficient postage, late or destroyed mail-in Contest entry requests.

**Multiple Registrations Not Permitted:**

Entrants can only register for the Contest one (1) time in total. If it is discovered that an entrant has attempted to enter more than one (1) time or use (or attempt to use) multiple names, email

addresses or identities to enter, or otherwise participate in, the Contest, then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from participating in the Contest and all of his/her entries may be disqualified. Use (or attempted use) of multiple identities, email addresses and/or any automated system to enter or otherwise participate in this Contest is prohibited and is grounds for disqualification. One Entry Per Person: For greater certainty, no entrant may register and enter the Contest more than once regardless of the method of participation, or whether an entrant owns more than one eligible smartphone, and only one registration is allowed per eligible smartphone regardless of whether multiple individuals use the same smartphone.

**5. Prizes:** There is a total of one (1) Prize available to be won consisting of a cheque for the value of \$10,000 CAD made payable to the winner. All amounts in these Rules are in Canadian dollars. The prize is non transferable. Any and all prize related expenses, including without limitation any and all federal, provincial/territorial and/or local taxes shall be the sole responsibility of the winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by the winner is permitted. Acceptance of prize constitutes permission for The Sponsor to use the winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

**6. Odds:** The odds of winning depend on the number of eligible entries received.

**7. Winner selection and notification:** The winner of the Contest will be selected in a random drawing under the supervision of the Sponsor on or about February 8th, 2025 at 2:00 PM ET. The winner will be notified via email within two (2) days following the winner selection. The Sponsor shall have no liability for the winner's failure to receive notices due to the winner's spam, "other" inbox or other security settings or for the winner's provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within five (5) days from the time award notification was sent, does not correctly answer the mathematical skill-testing question in the manner prescribed, or fails to timely return a completed and executed declaration and releases as required, prize may be forfeited and an alternate winner selected.

The receipt by the winner of the prize offered in this Contest is conditioned upon compliance with any and all federal and provincial/territorial laws and regulations. ANY VIOLATION OF

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

**8. Prize Delivery:** The Sponsor or its representatives will send the prize(s) to the confirmed Prize winner at his/her registered address. Please allow six (6) to eight (8) weeks for delivery of same.

**9. Rights Granted by you:** By entering this content you understand that yconic, anyone acting on behalf of yconic, or its respective licensees, successors and assigns will have the right, where permitted by law, without any further notice, to review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Contest, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

**10. Terms:** The Sponsor reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Contest should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, The Sponsor may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by The Sponsor reserves the right at 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 Terms & Conditions.

The Sponsor has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to; multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Contest rules; or the use of bots, macros or scripts or other technical means for entering.

Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws and should such an attempt be made, The Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

**11. Limitation of Liability:** By entering you agree to release and hold harmless yconic 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) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

**12. Minors:** For greater certainty, where the selected contestant is under the age of majority in his/her province or territory of residence, as a pre-condition to the selected contestant being declared the winner and receiving the prize, the parent or legal guardian of the selected contestant must consent in writing to the selected contestant being declared a winner and receiving a prize and must also sign and return to the Contest Sponsor the Contest Sponsor's form(s) of Declaration and Release documentation.

**13. Disputes:** THIS CONTEST IS GOVERNED BY THE LAWS OF CANADA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Contest, participant agrees that any and all disputes which 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 Toronto, Ontario having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

**14. Privacy Policy:** Information submitted with an entry is subject to the Privacy Policy stated on the Sponsor's website and Contest Site. To read the Privacy Policy, click [here](#).

**15. Winners List:** To obtain a copy of the winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to: Chance to win a \$10,000 Student Award from BMO, 300-174 Spadina Ave., Toronto, ON M5T 2C2. Requests must be received no later than May 6, 2025.

**16. Sponsor:** The Sponsor of the Contest is 55 Rush Inc. 300-174 Spadina Ave., Toronto, ON M5T 2C2.