



**Contest Rules for  
GAME ON FOR LEARNING SCHOOL PROGRAM (the "Contest") presented by Direct Energy  
Marketing Limited and Hockey Canada (the "Contest Sponsors")  
October 15, 2008 – December 5, 2008**

1. No purchase necessary.
2. Entries may be made **online** by registering an elementary class at [www.hockeycanada.ca/ottawa2009](http://www.hockeycanada.ca/ottawa2009) between 12:00 am on Wednesday, October 15, 2008 and Friday, December 5, 2008 (Eastern Standard Time). To qualify for a prize draw, a teacher must complete and submit the entry form located at [www.hockeycanada.ca/ottawa2009](http://www.hockeycanada.ca/ottawa2009) (the "Contest Website"). Only one entry per elementary classroom. Submitting one entry form during the contest period will be deemed one entry on behalf of the entering classroom. Entries must be made by the teacher, in the teacher's legal name, on behalf of the class. Participants making multiple entries will be disqualified. Entries that are fraudulent are not permitted and will be declared invalid. All entries that are incomplete, tampered with, submitted through illicit means, or do not conform to or satisfy any condition of these Contest rules will be declared invalid. All entries become the property of the Contest Sponsors and will not be acknowledged or returned.

**Who Can Enter**

3. The Contest is open to elementary classrooms that are part of the following school boards: Ottawa Carleton District School Board; Ottawa Carleton Catholic District School Board; Upper Canada District School Board; Catholic District School board of Eastern Ontario; Conseil des écoles catholiques de langue française du Centre-Est; Conseil de district des écoles publiques de langue française.
4. The Contest is not open to employees, officers, and directors of the Contest Sponsors, their respective parents, subsidiaries, or affiliated companies, their advertising and promotion agencies, their suppliers of prizes or services related to the Contest, or their other representatives or agents, or anyone with whom any of the foregoing is domiciled.
5. The Contest is not open to school boards other than those stated in paragraph 3.

**The Prize**

6. There are five (5) prizes (each a "Prize") to be won:
  - a. Each Prize includes 60 tickets to a 2009 IIHF World Junior Championship Game in Ottawa, Canada at Scotiabank Place - 300-level.
  - b. Each entrant will be eligible to win only one (1) Prize.
7. Each member of a winning classroom (the "Winning Classroom") is solely responsible for all of his or her incremental costs not outlined in this Prize description including but not limited to applicable taxes or surcharges, meals, alcoholic and non-alcoholic beverages, gratuities, merchandise, souvenirs, parking and all personal expenses of any kind or nature. Each member of the Winning Classroom is also responsible for all costs incurred in getting to and returning from their respective places of residence.
8. Retail value of each Prize is between \$600 - \$1200; dependent on game.
9. Prize must be accepted as awarded. The Prize may not be sold, transferred, exchanged and no component thereof is convertible to cash.
10. Winners may claim his/her Prize at the Hockey Canada located at 801 King Edward Avenue, Suite N204, Ottawa, Ontario seven (7) days after he/she has been successfully contacted and notified of his/her Prize, has complied with the Contest Rules and has signed and returned the Contest Release (described below).
11. Contest Sponsors reserves the right to substitute any of the Prize in whole or in part with a prize of equivalent retail value in the event the Prize or a component thereof is not reasonably available at its discretion. Specifics of the Prize are subject to availability and the Contest Sponsors' discretion.

## Contest Draw

12. The Contest will run between 12:00 am on Wednesday, October 15, 2008 and Friday, December 5, 2008 (Eastern Standard Time). Winning Classrooms will be chosen by a random draw at Hockey Canada located at 801 King Edward Avenue, Suite N204, Ottawa, Ontario K2N 6N5 on or about Monday, December 8, 2008 at 10:00 a.m.
13. Following the draw, the teachers of the selected Winning Classroom will be contacted at the email address or telephone number provided in the entrant's Contest entry.
14. In order to be declared a winner, the teacher of the Winning Classroom must:
  - a. respond to the prize notification email or telephone call within 48 hours of transmission;
  - b. correctly answer, unaided, a time-limited, mathematical skill-testing question;
15. In addition, each recipient of a ticket, awarded as part of the Prize must:
  - a. sign a declaration stating that he/she:
    - i. has read, understands and complies with the Contest rules;
    - ii. releases and discharges Hockey Canada, Direct Energy Marketing Limited, the Contest organizers and their respective parents, subsidiaries and affiliates, the suppliers of prizes or services related to the Contest, and their respective advertising, promotion and production agencies and other agents or representatives and
    - iii. consents to the announcement of the Winning Classroom's and/or student's name and the use by or on behalf of Hockey Canada and/or Direct Energy Marketing Limited of the Winning Classroom's and/or student's name, city of residence, photograph, likeness, voice or statements for advertising and promotional purposes without any further compensation to the Winning Classroom or an individual student.
16. Should the selected entrant fail to comply with any of the requirements set out in paragraph 13, the Prize will be automatically forfeited and another entrant will be selected by random draw.
17. The chances of winning depend upon the number of eligible entries received.

## Consent to Personal Information Use and Disclosure

18. By entering the Contest, participants consent to the Contest Sponsors' collection, use and disclosure of the personal information provided in Contest entries for the administration of the Contest and in aggregated, non-personal form in order to create reports regarding Contest entrant demographics and consumer habits, which reports Contest Sponsors may disclose to others. Hockey Canada will adhere to the terms and conditions of their Privacy Policy which can be found at [www.hockeycanada.ca](http://www.hockeycanada.ca). Direct Energy Marketing Limited will adhere to the terms and conditions of their Privacy Policy which can be found at [www.directenergy.com](http://www.directenergy.com).

## Disclaimer and Liability Exclusion

19. The Contest Sponsors and their respective parents, subsidiaries and affiliates, the suppliers of Prizes or services related to the Contest, and their respective advertising, promotion and production agencies and other agents or representatives will not, under any circumstances, be responsible for, or liable to any Contest entrant or any other person for:
  - a. any erroneous, lost, damaged, late, incomplete, misdirected, deleted, defective, or altered Contest entries, regardless of the cause;
  - b. any failure for any reason whatsoever of the selected entrant to receive a prize notification email;
  - c. any changes in email addresses or email address assignments after Contest entry forms are submitted;
  - d. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause; or
  - e. any damage or loss, including any loss of use, loss of production, loss of profits (anticipated or otherwise), loss of markets, economic loss, special, indirect or consequential loss or damage or punitive damages, whether in contract, tort or under any other theory of law or equity, arising from, connected with, or relating to the Contest or the submission of entries to the Contest or participation in the Contest or the Contest prize, or the use of the HockeyCanada.ca web site (including the downloading of any materials from that web site) and regardless of the cause or any negligence by Contest Sponsors or anyone for whom Contest Sponsors are responsible, and notwithstanding that Contest Sponsors may have been advised of the possibility of such loss or damage being incurred.
20. Teachers of the Winning Classrooms and each of the Winning Classroom's individual students, by acceptance of the Prize, agrees to release the Contest Sponsors, the Contest organizers and their respective parents, subsidiaries and affiliates, the suppliers of Prizes or services related to the Contest, and their respective advertising, promotion and production agencies and other agents or representatives from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of a Prize or while preparing for, participating in, and/or traveling to any prize-related activity.

## GOVERNING LAW

21. The Contest is subject to applicable federal, provincial and municipal laws and regulations and is void where prohibited by 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 Contest

Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario 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.

#### **Other Matters**

22. If for any reason the Contest is not capable of being conducted as intended by the Contest Sponsors, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest, the Contest Sponsors may, at its sole discretion, disqualify any entrant responsible for such misconduct and cancel, terminate, modify, or suspend the Contest.
23. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND/OR OTHER RELIEF FROM ALL RESPONSIBLE PERSONS TO THE FULLEST EXTENT PERMITTED BY LAW.**
24. Return of any Prize notification email as undeliverable may result in disqualification, and an alternate winner may be selected.
25. Decisions of Contest judges in respect of any aspect of the Contest are final and binding on all entrants.
26. Participation in the Contest constitutes acceptance and agreement to these Contest Rules.
27. The Contest Sponsors reserves the right, at their option, to publish the winner's name, address, photograph, likeness, voice or statements without any further compensation to the winner.
28. The Contest is subject to all applicable federal, provincial and local laws and is void where prohibited by law. If any provision of these Rules is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.