



## Spend a day with Daniel (Win a free trip to Montréal)

### Contest rules

#### 1. CONTEST PERIOD:

The “Spend a day with Daniel (Win a free trip to Montréal)” contest (hereafter referred to as the “Contest”) is organized by Sid Lee and Daniel Baylis, Gay Life Insider for Tourisme Montréal, on behalf of the Greater Montréal Convention and Tourism Bureau Inc. (hitherto and hereafter referred to as “Tourisme Montréal”). Those three parties will be hereafter referred to as the Organizers. The Contest Period begins at 8:01 a.m. (Eastern Time) on October 19, 2009, and runs until 4:59 p.m. (Eastern Time) on November 2, 2009, the Contest Closing Date. No purchase necessary. Void where prohibited by law.

#### 2. ELIGIBILITY:

The Contest is open only to legal residents of Canada and United States and to those who have reached the age of majority in the United States and Canada at the time of entering the Contest with access to the Internet prior to the Contest launch date.

The following persons are not eligible: residents of the province of Québec, agents and representatives of Tourisme Montréal, suppliers of the prizes and services, advertising agencies and any other company involved in this Contest as well as members of their immediate family and persons living under the same roof. PLEASE DO NOT ENTER THIS CONTEST IF YOU ARE NOT ELIGIBLE TO PARTICIPATE.

#### 3. HOW TO ENTER

There are three ways to enter the contest:

1. Entrants must post a picture on Facebook as a “Profile Picture” or on Daniel Baylis’ wall, and then make friends with him (if they are not already friends) and then send him a message to let him know the picture has been posted online.
2. Follow Daniel Baylis on Twitter and send him a tweet pic.
3. Upload the photo to a Flickr account, add Montréal Gay Life as a contact, and send Daniel Baylis a message via FlickrMail confirming that the photo has been added.

#### 4. DESCRIPTION OF THE PRIZES TO BE WON:

Contest participants are eligible to win the Grand Prize, which is a trip to Montréal, valued at approximately \$3,500.

The Grand Prize trip will be drawn from all eligible Contest entries and includes:

- Round-trip transportation for two (2) by train provided by VIA Rail if the contest participant resides in the Windsor-Montréal corridor (up to but not exceeding a value of \$500 CA) or by airplane (up to but not exceeding a value of \$2,400 CA).

- Does not include transportation to and from the airport and winner's home.
- Flights must originate from an airport in Canada or the United States served by Air Canada closest to winner's residence.
- Round-trip airport transfer within Montréal.
- Two (2) nights' accommodation for two (2), double occupancy, in a three- or four-star hotel (valued at approximately \$600 CA).
- Activities with Daniel Baylis are intended for the winner and his or her guest only. The choice of activities will be determined by the winner and Daniel Baylis, yet will remain at the discretion of the Organizers. The cost of activities shall not exceed a total of \$400 CA.

The following conditions apply to the prize:

- All other costs will be at the expense of the winner and his/her guest. These include, but are not limited to, transportation not included in the prize (see hitherto) as the taxi from the residence of the winner to the departure location, meals and drinks not included in the package, gratuities, taxes, insurance and items of a personal nature.
- The winner and his/her guest must travel together and take transportation from the same station available by the transport company.
- If the winner decides not to travel by the conditions of transportation determined by Tourisme Montréal, no credit or reimbursement will be awarded.
- The trip must be taken no later than December 22, 2009. Travel arrangements shall be made by Tourisme Montréal and are subject to availability. At least 15 days prior to the departure date, the prize winner must provide Tourisme Montréal with the following information: their name as it appears on their identification papers and travel documents; the name and contact information of the person accompanying them. The person accompanying the winner must also meet the eligibility criteria mentioned in Section 2 of the rules, specifically, he or she must be of legal age in the United States or Canada. The prize winner acknowledges that the desired dates for accommodation at the hotel are subject to availability and that the departure date cannot be changed once travel and ticket reservations have been made and confirmed by Tourisme Montréal.
- The actual retail value of the prize will depend on the location of the winner's residence, the fares at the time of departure, and the value of the hotel room during the period of stay. If the actual value of the trip turns out to be less than the stated approximate retail value, the difference will not be awarded in cash.

#### 5. PICTURE:

The winning picture will be chosen by a jury composed of representatives from Tourisme Montréal and Daniel Baylis, based on the following criteria:

- Creativity
  - Representation of Montreal (the best integration of some elements of Montréal style)
  - Best expression of *joie de vivre*.
- Each submitted photo will be integrated into two identical albums: one on Facebook and one on Flickr. If after three days, their photo still has not been posted, participants may contact Daniel Baylis to advise him.
  - Participants may be contacted at any time during the Contest Period for more information about their submission.
  - Any participant who submits an entry to this contest must be the exclusive owner of the rights to the photo.
  - The Organizers reserve the right to not publish any submitted images deemed racist, obscene, inappropriate, or if the images interrupt contest operations or contravene any other contest rules or regulations.
  - The participants authorize Tourisme Montréal to use any submitted pictures from the contest in any form with the full knowledge that they may be reproduced, displayed, or printed for promotional purposes without any compensation.

- Should a selected contest participant prove to be ineligible for the prize, for example, through disqualification, another picture and corresponding contestant will be selected to win the prize.

#### 6. CLAIMING THE PRIZE:

The prize winner will be notified by a post that will be published online on Facebook, Twitter, Flickr and on Daniel's blog at the sole discretion of the Contest Organizers, within 15 days after the Contest ends. The prize winner will also be contacted by phone at mutually agreed upon time and will be asked to answer correctly to a mathematical, skill-testing question within a certain time limit. Once the question has been correctly answered, the winner will be notified in order to take possession of his/her prize and to make the necessary travel bookings. If the Contest Organizers cannot reach a selected entrant within the three (3) business days following the first attempt at contact, if he or she refuses the prize, or does not return the signed Declaration and Release Form within the established deadline, the contest Organizers reserve the right to select another entrant or cancel the prize. The trip must be taken before December 22, 2009. Some blackout dates may apply.

#### 7. ACCEPTING THE PRIZE:

The prize must be accepted as awarded as is and has no cash value. The prize may not be substituted for another prize, except at the sole discretion of the Contest Organizers, who reserve the right to substitute any portion of the prize, in whole or in part, with another prize of equal or greater value. The prize is non-transferable. Refusal to accept the prize releases the Contest Organizers from any obligation associated with the Contest or awarding the prize.

#### 8. PUBLICITY:

To be declared a winner, the selected entrant and his or her guest must authorize the Contest Organizers and their representatives to use and publish his/her full name, photograph, image, voice, and/or statement related to the prize and/or city of residence, if required, for advertising or promotional purposes without any compensation.

The winner must also agree to be part of a promotional video that will be posted by Daniel Baylis on his blog ([www.tourism-montreal.org/blogs](http://www.tourism-montreal.org/blogs)), his Facebook page, and other websites at the discretion of the Contest Organizers.

#### 9. OTHER INFORMATION:

1. Any photo that does not comply with the official Contest rules will automatically be rejected. All decisions made by the Contest Organizers are final and binding and not subject to appeal.
2. All contest participants must agree to comply with the official rules of the Contest and those who do not comply with these rules shall be disqualified.  
Contest participants must also agree to comply with the decisions of the Contest Organizers. Such decisions will be considered final and binding and will apply in all matters.
3. To be declared a winner, the selected entrant must sign an acknowledgement of receipt form (a Declaration and Release Form) releasing Tourisme Montréal and any other person and/or company associated with this Contest from any and all liability or damage that may arise from accepting or using the prize won in this Contest. The form will be sent to the selected entrant who must return it within three (3) business days following the date of receipt. Failure to do so will automatically disqualify the contest participant, and a new picture will be selected until the prize is awarded.
4. The selected entrant must provide Contest Organizers with official proof of age, if required, and confirm in writing that he/she agrees to comply with the official rules of the

Contest. Failure to do so will disqualify the entrant. In the event that this occurs, a new picture will be selected until the prize is awarded.

5. Should the Contest Organizers be unable to award the prize for reasons beyond their control and not related to the winner failing to meet the criteria, the Contest will be cancelled at the discretion of the Organizers of this promotion.
6. The Contest is subject to all applicable federal, provincial, state and municipal laws and regulations.
7. For the purpose of these rules and regulations, the entrant is the physical and moral person in possession of the account that corresponds to the Facebook, Flickr, and Twitter profile, electronic address or mailing address related to the photo submission.
8. Contest participants agree not to deliberately interrupt or negatively affect the normal course of the Contest, nor will they cause any damage to the website, prevent others from entering the Contest or in any other way contravene these regulations. Failure to do so will automatically disqualify the contest participant, and the contest participant may be prosecuted in accordance with any recourse at the disposal of the Contest Organizers.
9. Tourisme Montréal is released from all liability related to the improper functioning of any computer component, any software or any line of communications, related to the loss or absence of any communication network, or related to any transmission that is faulty, incomplete, incomprehensible or erased by any computer or any network or any server, and or act in anyway that may impede or prevent another possible entrant from entering the Contest. Tourisme Montréal is released from all liability for any loss or damage that may be caused, directly or indirectly, in whole or in part, by downloading any software or by the transmission of any information for the purpose of entering the Contest.
10. Tourisme Montréal reserves the right, at its sole discretion, to cancel or suspend this Contest should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, Tourisme Montréal reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
11. The Contest will be run in accordance with these rules, subject to possible amendments by Tourisme Montréal. The terms of this Contest as outlined herein are not subject to amendment or counter-offer, except as described above.
12. Limits of Liability:  
By entering or by attempting to enter the Contest or by accepting a prize, the entrant agrees to release Tourisme Montréal, its affiliates, and directors, officers, employees and agents from any and all liability arising out of entering this contest with respect to the awarding, receipt, use and/or misuse of any prize, including but not limited to, personal injury, death and property damage, and claims based on publicity rights, defamation or invasion of privacy. The winner's travel guest will be required to sign a form releasing Tourisme Montréal, its affiliates and its directors, officers, employees and agents from any and all liability arising out of the travel companion's use and/or misuse of any prize, including but not limited to, personal injury, death and property damage and claims based on publicity rights, defamation or invasion of privacy. It is strictly prohibited to use or reproduce any material protected by copyright or any trademark associated with this Contest without the written consent of the copyright holder.