



KWANTLEN POLYTECHNIC UNIVERSITY – SMARTEN UP CONTEST Official Contest Rules and Regulations

Participation in the Smarten Up Contest (the "Contest") constitutes the entrant's full and unconditional agreement with and acceptance of these Official Rules and all decisions of Kwantlen Polytechnic University (the "Sponsor") and its agents, which are final on all matters relating to the Contest. Participants under the age of 19 will require parental consent to participate in the contest.

1. ELIGIBILITY

Entrants must be residents of BC who are aged 16 or older. Employees of the Sponsor, its affiliates, parent and sister companies, advertising and promotional agencies, contractors, distributors, and corporate partners and members of the immediate families of each are not eligible. All provincial, municipal and federal laws and regulations apply.

2. HOW TO ENTER

To enter, visit: www.kwantlen.ca/smartenup on or before March 1, 2012 at 5:00pm, complete the entry form, including skill testing question; or attend the Grand Prize event detailed in section five. Each entrant will be asked to supply their name, email address and phone number. No purchase necessary. All entries become the property of the Sponsor and will not be acknowledged or returned. Each entrant who receives and completes an entry within the specified timeframe is eligible for a chance to win the prize, as described in the Prize section of these rules and regulations. Odds of winning depend on the number of valid eligible entries. Entries are limited to one per person.

3. DEADLINES

The contest begins on Tuesday, September 6, 2011 at 9:00am and ends on Thursday, March 1, 2012 at 5:00pm (the Promotion Period). The draw to determine finalists will be held at 10:00am on Friday, March 2, 2012 at 12666 72nd Avenue, Surrey, BC. Early Bird Prize draw will be held at 10:00am on Friday, September 23, 2011 at 12666 72nd Avenue, Surrey, BC.

4. PRIZE

There is one (1) Grand Prize and one (1) Early Bird Prize available to be won.

Grand Prize: 1 x 2011 Smart Car will be awarded at the close of the contest period. Insurance costs will be the sole responsibility of the Grand Prize winner. Kwantlen will incur the costs associated with title transfer, decal removal and HST. Total approximate retail value is: \$18,200 CDN. No cash value.

Early Bird Prize: 1 x Certified Data 15" laptop computer, model 138111; 1 x Xbox360 2GB console; Microsoft Office 2010 Home Student Card; 1 x Certified Data convertible backpack; 1 x Certified Data 4 Port Hub; 1 x Tree Frog Washable Mouse will be awarded at the Early Bird Prize deadline. Approximate retail value is: \$1,400 CDN. No cash value.

By entering the draw, winners authorize Kwantlen Polytechnic University and its advertising and promotional agencies and their respective employees or other representatives, to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the draw or the prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

5. DRAW & HOW CONTEST FINALISTS WILL BE NOTIFIED

By March 2, 2012 a random draw will be conducted by the Sponsor to select ten (10) entries from all eligible entries received. Each selected contest finalist will be notified by telephone. Finalists must attend a Kwantlen Polytechnic University Grand Prize event on: **Friday, March 16** at Kwantlen's Surrey

Campus, 12666 – 72nd Avenue, Surrey BC. One additional finalist will be selected by random draw during the grand prize event.

During the Grand Prize Event, finalists will randomly draw a key. Each finalist will have a turn at attempting to start the Grand Prize vehicle – the entrant who received the key that actually starts the vehicle will be deemed the Grand Prize winner.

6. RELEASE

The Winners, or their legal guardian if under the age of majority, agree to release and hold harmless Kwantlen Polytechnic University and its agents from and against any losses, damages, rights, claim or cause of action of any kind arising, in whole or in part, directly or indirectly, out of the use of the prizes or resulting from participating in the contest.

7. MISCELLANEOUS

Kwantlen Polytechnic University reserves the right, in its sole discretion, to cancel or modify the contest if fraud, technical failures, or a player's unsportsmanlike or disruptive manner destroys the integrity of the contest, or if factors beyond the Sponsor's control make it impossible for the Sponsor to administer this contest as planned. Entrants who have not complied with these Official Rules are subject to disqualification. The prize is not transferable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right to substitute an alternate prize of equivalent or greater value if a prize cannot be awarded as described. Prize will only be delivered to the verified winners. All decisions of the contest judging organization are final and binding in all matters relating to this contest.

Kwantlen Polytechnic University
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