

GENERAL RULES

...CONTEST

As part of the 11th edition of the *Journées de la Culture*, the *Culture pour tous* organization is launching a prize winning publicity contest for the public at large. The company 9042-1611 Québec inc. was mandated to run this contest.

PRIZES

Three (3) prizes will be drawn as part of the contest. These prizes have a combined total value of approximately \$2,340 and are as follows:

- Three (3) one-year subscription, i.e. for twelve consecutive months, to the monthly bus and metro card (CAM) issued by la *Société de transport de Montréal* (STM), valued at \$780 each (regular fare).

Prizes include normal fees for delivery by mail to an address on the island of Montréal. Prizes cannot be reimbursed, cashed or transferred in whole or in part and must be accepted as is. Administrative terms and conditions for prize remittance will be determined by the STM.

ELIGIBILITY CRITERIA

- Participants must be Québec residents;
- Participants must fill an entry ballot and deposit it in one of the STM buses dedicated to the free transportation of the people taking part in the *Journées de la Culture*;
- Participants must correctly answer the following qualifying question that verifies their mathematics skills: $(2 \times 10) - (27 \div 3) =$;
- Management staff and employees (and all persons residing with them) of the following organizations may not participate in the contest: *Culture pour tous* and 9042-1611 Québec inc. as well as the contest sponsors – *La Presse*, *The Gazette*, *La Société de Transport de Montréal* and TD Canada Trust.

CHANCES TO WIN A PRIZE

Chances to win a prize in this contest depend on the number of eligible ballots that will be collected.

CONTEST RULES

- The contest officially starts on September 14, 2007 and ends on September 30, 2007.
- Entry ballots will be available until September 30 in, among other distribution means, *La Presse*, *The Gazette* and online on the *Journées de la Culture* web site at www.journeesdelaculture.qc.ca/navette.
- Entry ballots to participate in the prize draw must be deposited in the boxes supplied for this purpose on Saturday and Sunday September 29 and 30, 2007.
- Up to fourteen (14) ballot boxes will be installed in the STM buses dedicated to the free transportation of the participants in the *Journées de la Culture*. .

- The format of the official entry ballots to be deemed eligible by the contest organizers may vary depending of the media chosen by the organizers for their publication.
- Participants must correctly answer the qualifying question as well as all other questions on the official entry ballot of the *TRANSPORTEZ-VOUS GRATUITEMENT EN 2008* contest, including their name, first name, telephone number and Email address.
- Winners will be randomly determined among the valid entry ballots to be collected.
- Any person who is selected and does not meet one of the eligibility criteria or one of the other conditions set in these rules will be disqualified and another drawing will take place until another winner can be determined.
- When accepting his/her prize, a winner must acknowledge that the contest organizers or any of its sponsors cannot be held liable where the use of the prize won in this contest is concerned. The organizers and the sponsors cannot furthermore be held liable with respect to the prize itself or the events ensuing from the contest.
- The contest organizers maintain their right to, at their own discretion, cancel, terminate or suspend this contest in the event of a computer virus, a computer bug, non-authorized human intervention or any other cause beyond the organizers' control that may corrupt or affect the contest's administration, impartiality, security or normal operations and this, subject to the approval of the *Régie des alcools, des courses et des jeux du Québec*.
- The contest's organizers remain at all time the exclusive owners of the entry ballots which will not, under any circumstance, be returned to the participants. Unless otherwise specified (except in the case of participants wishing to obtain information from the sponsors) the contest organizers will not correspond with the participants in this contest except in the case of the prize winners.
- For the purpose of this contest, the participant is the person whose name and telephone number were used and entered on the entry ballot. In all cases, the prize will be remitted to that person only.

PRIZE AWARDING

- All prizes described in the section entitled "Prizes" in these rules will be awarded following a random draw to be held at noon on October 5, 2005 at 5960, 38^e Avenue in Montréal.
- The contest organizers will designate for the purpose of this draw a person to validate the entry ballots. This person's decisions will be final.
- Providing they meet all terms and conditions at the time of the draw, the persons whose ballots are drawn will win one of the prizes described in the section entitled "Prizes" in these rules.
- Winners will be informed by phone and by mail about the prize they won and on how to retrieve it. They may use their prize as of January 1st, 2008.
- Winners will have six (6) months from the date of the draw to take delivery of their prize failing which they will loose their prize.
- The organizers, their authorized agent and the contest's sponsors reserve the right to ask the winners to present identification documents before presenting the prize.
- The organizers, their authorized agent and the contest's sponsors cannot be held liable with respect to any event precluding or delaying a winner from taking delivery of his/her prize.
- The organizers, their authorized agent and the contest's sponsors cannot be held liable for the loss or the alteration of an entry ballot by any means or under any circumstance.
- The organizers, their authorized agent and the contest's sponsors cannot be held liable for the loss or the alteration by any means or under any circumstance of a CAM bus and metro card that was given as a prize.

GENERAL PROVISIONS

- Winners who accept to take delivery of their prize must consent, without compensation, to their name and photo being published in those publications determined by the contest organizers and sponsors.
- Any dispute with respect to how a publicity contest is organized and run may be submitted for arbitration to the *Régie des alcools, des courses et des jeux du Québec*, located at 1, rue Notre-Dame Est in Montréal.
- A dispute with respect to how prizes are awarded may be submitted to the *Régie* who can intervene and attempt to settle this dispute.
- A copy of this contest's rules is available online at: www.journeesdelaculture.qc.ca. until September 30th inclusively.
- All fees payable will be paid to the *Régie des alcools, des courses et des jeux du Québec* by 9042-1611 Québec inc. or its authorized agent.