

**GRAND PRIZE:** $4,000 to spend at participating sponsor locations

**CONTEST RULES AND REGULATIONS 4k playDay**

# 1. THE CONTEST AND THE CONTEST PERIOD

playDays commences on May 21, 2025 and concludes July 17, 2025. (the “Qualifying Period”). The grand prize will be awarded on July 18, 2025.

# 2. NO PURCHASE NECESSARY

# 3. ELIGIBITY

Eligibility excludes employees and directors of play101 and Harvard Media Inc.

Broadcasting Inc. (Operating as Harvard Media) any affiliate (as defined in the Canada Business Corporations Act) of play101 Harvard Media Inc (the “Affiliates”), as well as family members of any of the foregoing.

# 4. HOW TO QUALIFY

Participants must enter at participating businesses by scanning QR code. Once a participant has entered, they must listen to local play branded station to hear if their name is called. Participants will have a limited time frame to text the radio station back in order to qualify.

* + on play101, listeners have 10 minutes and 1 second to text in if their name is called out on the morning show.

Participants are allowed to submit entries by visiting participating sponsor locations, scanning the QR code on-site and filling out the online entry form. Each day of the contest period, from Monday to Sunday participants are limited to a maximum of 1 entry per business each day.

42 names will be randomly selected and announced on-air during contest period. In order to become a finalist, the participant must text 403-314-4487 within the allotted timeframe (as stated above).

# 5. THE GRAND PRIZE

The Grand Prize will include the following:

The winner will receive $4.000 to spend at participating sponsor locations.

The grand prize winner will be joined by Harvard Media staff during shopping spree and the outing will be filmed and posted to social media. By accepting the prize, the winner agrees to be on film. Harvard Media reserves the right to determine the time and day of the shopping spree

1. **GRAND PRIZE VALUE**

The retail value of the Grand Prize is $4,000

1. **AWARDING OF THE GRAND PRIZE**

The Grand Prize winner will be randomly selected out of a list of (Maximum) 42 qualifiers and announced on July 18th, 2025.

# 8. DEADLINE FOR CLAIMING GRAND PRIZE

The Grand Prize will be awarded on July 18th, 2025 and Harvard Media Inc. staff will arrange and communicate prize details to the grand prize winner and schedule a shopping spree. Harvaed Media reserves the right to determine the time and location of the shopping spree and has permission to film the winning participant.

# 9. EXPENSES

(the “Expenses”). The Grand Prize winner understands that he, she or they may not seek reimbursement for the Expenses from play101, Harvard Broadcasting Inc, the Affiliates, the Prize Supplier or their respective advertising and promotional agencies. The Grand Prize winner is responsible for any additional expenses over and above the prize value described above (sec. 6).

# 11. LIMITATION ON NUMBER OF ENTRIES PERMITTED

1 qualifier will be announced each weekday during the contest period (excluding statutory holidays) of the Contest Period (42 days). Each participant is only eligible to qualify once.

Invalid entries will be discarded. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

12. **CHANCES OF WINNING**

Qualifiers’ chances of winning are 1 in 42, or better, based on how many participants successfully qualify.

# 13. NO REPRESENTATIONS OR WARRANTIES

Neither play101 nor Harvard Media Inc. makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Grand Prize. The Grand Prize winner understands and acknowledges that they may not seek reimbursement or pursue any legal or equitable remedy from play101 or Harvard Media Inc. should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory to the Grand Prize winner.

# 14. DECLARATION AND RELEASE OF GRAND PRIZE WINNER

Before being awarded the Grand Prize the Grand Prize winner must:

a) Sign a standard form confirming that by entering the Contest:

Ø They have read, understood and accepted these rules and regulations;

Ø that they understand that acceptance of the Grand Prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he or she may suffer damage to personal property, serious personal injury, illness or even death;

Ø that they nevertheless freely and voluntarily agree and does hereby assume any and all risks of personal injury, illness, death arising out of or connected with their participation in the Contest and winning the Grand Prize; and

Ø that they release play101, Harvard Media Inc., the Affiliates, the Prize Supplier, and all of their directors, officers, employees, agents as well as their respective advertising and promotional agencies (collectively, the “Releasees”) from any and all liability arising in connection with participation in the Contest and acceptance of the Grand Prize, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting the Grand Prize, whether suffered by the Grand Prize winner or their guest, or by their heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

# 15. GRAND PRIZE TO BE ACCEPTED AS AWARDED

The name drawn is final, and the Grand Prize must be accepted as awarded. Should a Winner and/or a guest be unable to meet shopping spree requirements, the Prize will be forfeited.

The Prize must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Parties.

Winner is not entitled to the monetary difference between actual Prize value, if any.

# 16. SUBSTITUTION OR CHANGE TO THE CONTEST

play101 and Harvard, the Prize Supplier(s) and their respective advertising and promotional agencies reserve the right to substitute the Grand Prize or any component thereof, for those of approximately the same value and reserve the right to change the Contest rules or terminate or withdraw the Contest at any time, without prior notice.

# 17. OWNERSHIP OF ENTRIES

All entries shall become the property of play101 Harvard, the Prize Supplier and their advertising and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, on-line computer systems of equipment, servers, access providers, software, poor reception, technical problems, failure of any email or submission or due to any other reason regardless of cause.

# 18. CONSENT TO USE OF PERSONALITY

By entering the Contest, each entrant, including the Grand Prize winner, consents to the use of their name, city of residence, photograph, voice, likeness, image or any other aspect of his or her personality for any publicity and programming purposes, commercial or otherwise, in all media used by play101, Harvard, the Prize Supplier, promoters and their advertising and promotional agencies, without any payment or compensation. The Grand Prize winner further agrees that their audio reaction may be used for on-air promotional purposes. The entrants understand and acknowledge that play101, Harvard Media Inc. may contact them on-air without prior knowledge as a result of his or her participation in the Contest.

# 19. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION

By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the “Registrant Information”), each Contest entrant grants permission to play101, Harvard Media and Prize Supplier to the collection and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the Grand Prize winner(s). No correspondence will take place between play101, Harvard Media, the Prize Supplier and the entrants except in connection with the Contest and, in the case of the Grand Prize winner, as a result of entering the Contest and winning the Grand Prize.

# 20. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These rules and regulations are available online at play92.ca, and at Harvard Media Inc. studios including, 1900 Rose Street. Regina, SK, 700, 5241 Calgary Trail NW, Edmonton, AB and 108 Riverstone Ridge, Suite 211, Fort McMurray, AB.

# 21. COMPLIANCE WITH CONTEST RULES

All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of play101, Harvard Media Inc. and the Prize Supplier.

# 22. COMPLIANCE WITH LAWS

This Contest is void where prohibited by law, and is subject to all federal, provincial, territorial and municipal laws and regulations of Canada and of each province, territory and municipality of Canada, respectively.

Qualifier Name Date Witness