

91.7 GIANT FM & Niagara's New Country 89.1

MISSION 10,000

Official Contest Rules & Regulations

1. SPONSOR AND ADMINISTRATOR

Mission 10,000 (the "Contest") is sponsored and administered by **My Broadcasting Company Inc. ("MBC")**, through its radio stations **91.7 GIANT FM** and **Niagara's New Country 89.1** (collectively, the "Sponsors"), with its principal office at 860 Forks Road West, Welland, Ontario.

2. CONTEST OBJECTIVE

The objective of Mission 10,000 is for the Sponsors to meet **10,000 people across Niagara** during the Contest Period.

Eligible participants will have the opportunity to enter for a chance to win **\$5,000 CAD in cash**.

3. CONTEST DETAILS

Details concerning Mission 10,000, including participating locations, dates and times, may be announced on **91.7 GIANT FM, Niagara's New Country 89.1**, their respective websites and/or other promotional channels.

Participants are responsible for listening for announcements and checking the official contest information provided by the Sponsors.

4. CONTEST PERIOD

Mission 10,000 **begins September 14, 2026** and **ends October 25, 2026**.

The \$5,000 cash prize draw is scheduled to take place on **October 26, 2026**.

The Sponsors reserve the right to modify the Contest Period where circumstances beyond their reasonable control make such action necessary, subject to applicable law.

5. HOW TO PARTICIPATE

From time to time during the Contest Period, the Sponsors will announce locations and times where members of the GIANT FM and/or Niagara's New Country 89.1 teams will be appearing.

To participate, an eligible contestant must:

1. Attend a designated Mission 10,000 location during the announced time;
2. Meet the Sponsors' team members at that location;
3. Take a photograph with the Sponsors' team;
4. Receive a Mission 10,000 Golden Ticket containing a unique number, instructions and a QR code;
5. Scan the QR code and access the official online entry form;
6. Complete the required information;
7. Upload the photograph taken with the Sponsors' team; and
8. Successfully submit the completed online entry form.

6. GOLDEN TICKET

A Mission 10,000 Golden Ticket is provided to eligible participants who meet the Sponsors' team and take the required photograph.

Possession of a Golden Ticket alone does not constitute an entry into the Contest.

The participant must successfully complete and submit the official online entry form, including the required photograph, in accordance with these Rules.

7. COMPLETING AN ENTRY

Only entries successfully completed and submitted through the official Mission 10,000 online entry form will be eligible.

Entries must contain all information requested by the Sponsors.

Incomplete, inaccurate, illegible, fraudulent, late, altered or otherwise invalid entries may be rejected or disqualified at the Sponsors' sole discretion.

8. NO PURCHASE NECESSARY

No purchase is necessary to participate or enter the Contest.

9. ENTRY REQUIREMENTS

Each entrant must follow the participation and entry instructions provided by the Sponsors.

The Sponsors reserve the right to reject any entry that does not comply with these Official Rules or that is submitted through an unauthorized method.

Entries generated by automated, robotic, programmed or other illicit means may be disqualified.

10. ELIGIBILITY

The Contest is open to **legal residents of Ontario who have reached the age of majority in Ontario at the time of entry.**

Proof of age and residency may be required.

Residents of the United States are not eligible to participate.

11. EMPLOYEE AND RELATED-PARTY RESTRICTIONS

Employees of the Sponsors, MBC, their affiliated and related companies, participating sponsors, and their respective directors, officers, employees, agents and representatives are not eligible to participate.

Members of the immediate families of such individuals, as well as persons domiciled with them, are also ineligible.

12. ONE FAMILY MEMBER PER HOUSEHOLD

Only **one family member per household** may be eligible to participate in or win each particular Contest, unless otherwise determined by the Sponsors.

13. PREVIOUS CONTEST WINNERS

Once a winner has been declared for a specific contest conducted by the Sponsors, that winner will not be eligible to win another station contest for a period of **30 days**, unless otherwise determined by the Sponsors.

14. GRAND PRIZE

There is **one (1) Grand Prize of \$5,000 CAD in cash.**

The prize will be awarded in Canadian funds and must be accepted as awarded.

The prize is non-transferable and cannot be substituted, except at the Sponsors' discretion and where permitted by law.

15. PRIZE CONDITIONS

The Sponsors reserve the right, where circumstances beyond their reasonable control prevent the prize from being awarded as described, to substitute the prize with another prize of equal or greater value, subject to applicable law.

The Sponsors make no representations or warranties concerning the prize except as required by law.

16. ODDS OF WINNING

The odds of winning depend on the total number of eligible entries received during the Contest Period.

17. SELECTION OF WINNER

On or about **October 26, 2026**, one eligible entry will be selected at random from all eligible entries received during the Contest Period.

The selected entrant will be contacted using the information provided on the official entry form.

If the selected entrant cannot be contacted, does not respond within the time period specified by the Sponsors, or is otherwise determined to be ineligible, another eligible entrant may be selected.

18. SKILL-TESTING QUESTION

Before being declared the official winner and awarded the prize, the selected entrant may be required to correctly answer, without assistance of any kind, a mathematical skill-testing question.

19. VERIFICATION OF WINNER

The selected entrant must satisfy all eligibility requirements and comply with these Official Rules.

The Sponsors may require government-issued identification and/or other documentation reasonably necessary to verify the selected entrant's identity, age, residency and eligibility.

20. CLAIMING THE PRIZE

The selected entrant will have up to **30 days from the date they are first contacted by the Sponsors** to claim the prize, unless otherwise specified by the Sponsors.

If the selected entrant cannot be contacted, fails to respond within the required period, fails to satisfy the eligibility requirements, fails to correctly answer the skill-testing question where required, or otherwise fails to comply with these Rules, the Sponsors may select another eligible entrant.

The prize may be awarded by electronic funds transfer or another method determined by the Sponsors.

21. ENTRY MATERIAL AND PHOTOGRAPHS

All photographs submitted as part of an entry must be suitable for public viewing and must comply with these Official Rules.

The Sponsors reserve the right to reject or disqualify any photograph that, in their sole discretion, is inappropriate, offensive, misleading, fraudulent, misleadingly altered, or otherwise fails to comply with these Rules.

By submitting a photograph, the entrant represents that they have the necessary rights and permissions to submit the photograph and permit its use as contemplated by these Rules.

22. USE OF ENTRY MATERIAL

By submitting an entry, entrants grant the Sponsors an irrevocable, worldwide, royalty-free right and licence to reproduce, publish, broadcast, display, distribute, adapt and otherwise use the submitted photograph and other entry material for purposes relating to the Contest, the Sponsors' businesses, promotion and publicity, without further notice or compensation, except where prohibited by law.

23. PUBLICITY

By participating in the Contest, entrants acknowledge and agree that the Sponsors may photograph, record or otherwise capture their name, likeness, voice, statements and participation in the Contest.

Where permitted by law, the Sponsors may use this material for promotional, publicity and advertising purposes without further notice or compensation.

24. RELEASE AND INDEMNIFICATION

By participating, entrants agree to release and hold harmless MBC, 91.7 GIANT FM, Niagara's New Country 89.1, their affiliated and related companies, participating sponsors, and their respective directors, officers, employees, agents and representatives from claims arising from or related to participation in the Contest or acceptance, use or misuse of the prize, except where caused by their negligence or where otherwise prohibited by law.

25. LIMITATION OF LIABILITY

The Sponsors are not responsible for lost, late, incomplete, illegible, damaged, misdirected or unsuccessful entries, or for lost or damaged Golden Tickets.

The Sponsors are not responsible for technical failures, website or QR-code issues, internet or telecommunications failures, computer or network problems, transmission errors, processing errors, unauthorized access, tampering, or any other circumstance that may interfere with participation in the Contest.

26. GOLDEN TICKET, WEBSITE AND TECHNICAL ISSUES

The Sponsors are not responsible for Golden Tickets that are lost, stolen, damaged, altered or otherwise unavailable to the participant.

The Sponsors are not responsible for any inability to access or successfully submit an online entry because of website, QR-code, internet, device, network or other technical difficulties.

27. VERIFICATION AND DISQUALIFICATION

The Sponsors reserve the right to verify the validity of any entry, Golden Ticket, photograph or other information submitted in connection with the Contest.

Any attempt to manipulate, duplicate, falsify, alter or circumvent the entry process may result in immediate disqualification.

The Sponsors may disqualify any entrant who violates these Official Rules or who engages in disruptive, abusive, threatening, harassing, fraudulent or unsportsmanlike conduct.

28. PERSONAL INFORMATION

By participating in the Contest, entrants consent to the collection, use and disclosure of their personal information by the Sponsors for the purpose of administering the Contest, contacting selected entrants, awarding the prize and otherwise administering the Contest.

Where applicable and where consent is provided, entrants may also receive promotional communications or offers from the Sponsors and participating sponsors. Entrants may unsubscribe from promotional communications in accordance with applicable law and the communication received.

29. CONTEST MODIFICATION, SUSPENSION OR TERMINATION

The Sponsors reserve the right to modify, suspend, extend or terminate the Contest, or amend these Official Rules, where circumstances beyond their reasonable control make such action necessary, subject to applicable law.

30. DISPUTES AND GOVERNING LAW

The Sponsors are the final arbitrators of all matters relating to the Contest, including eligibility, entries, interpretation of these Official Rules, selection of winners and awarding of prizes, subject to applicable law.

The Contest and these Official Rules are governed by the applicable federal, provincial and municipal laws and regulations of Ontario, Canada.

31. CONFLICT WITH OTHER CONTEST MATERIALS

In the event of any discrepancy or conflict between these Official Rules and any other Contest-related material, including advertising, promotional material, websites, social media posts or on-air announcements, these Official Rules will govern.

32. SEVERABILITY

If any provision of these Official Rules is determined to be invalid or unenforceable, that provision will be severed or limited to the minimum extent necessary, and the remaining provisions will continue in full force and effect.

33. AVAILABILITY OF RULES

These Official Contest Rules are available from **91.7 GIANT FM** and **Niagara's New Country 89.1** during regular business hours and online at:

giantfm.com

country89.com

34. ACCEPTANCE OF RULES

By participating in Mission 10,000, each entrant confirms that they have read, understood and agreed to be bound by these Official Contest Rules and the decisions of the Sponsors, subject to applicable law.

MISSION 10,000 — ENTRY PROCESS SUMMARY

MEET US



TAKE A PHOTO



RECEIVE A GOLDEN TICKET



SCAN THE QR CODE



COMPLETE THE ONLINE FORM



UPLOAD YOUR PHOTO



SUBMIT YOUR ENTRY

IMPORTANT: A Golden Ticket by itself does **not** constitute an entry. The official online entry form must be successfully completed and submitted, including the required photograph, for the entry to be eligible.