

**101.3 VIRGIN RADIO SUMMER OF HALI LOVE  
CONTEST  
OFFICIAL RULES AND REGULATIONS  
(the “Rules”)**

---

1. The 101.3 Virgin Radio Summer of Hali Love Contest (the “**Contest**”) starts at 7:00 a.m. Atlantic Time (“**AT**”) on Monday, June 28, 2021 and closes on Friday, September 3, 2021 at 3:00 p.m. AT (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest sponsors are 101.3 Virgin Radio, a division of Bell Media Inc., Grafton Connor Group, Needs and Fast Fuel, and Decathlon Dartmouth (hereinafter collectively referred to as the “**Contest Sponsors**”). The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. Instagram is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Contest Sponsors and not Instagram.
3. To enter and to be eligible to win, entrant must be a legal resident of Nova Scotia, Canada and be nineteen (19) years of age or older. Employees of the Contest Sponsors, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, promotional and advertising agencies or of any other entity involved in the development, production, administration, or fulfilment of the Contest, as well as the parents, siblings and children of any such employees and any person domiciled with such employees, are ineligible to enter. A winner of a Bell Media Inc. contest prize valued at over \$500 in the thirty (30) days preceding the winner selection date for this Contest (including persons designated by such winners to participate in the prize and persons domiciled with a winner) is not eligible to enter or to be selected for a prize and may be disqualified.
4. TO ENTER the Contest, visit the 101.3 Virgin Radio Instagram page at [www.instagram.com/virginradiohali](http://www.instagram.com/virginradiohali) every weekday of the Contest Period at approximately 7:00 a.m. AT and find the post with the daily mystery location of the Morning Show hosts (each a “**Location**”). There will be one (1) unique and original daily Location. Once a new Location has been announced, any previous Location will be considered incorrect and ineligible for entry into the Contest. An announcement will be made later the same weekday at approximately 3:00 p.m. AT (2:00 p.m. AT on statutory holidays), telling listeners to call in for a chance to play (each, an “**Announcement**”). When you hear an Announcement, call the Virgin Radio contest line at 902-420-1013 (the “**Contest Line**”). Broadcast delays may occur, including depending on the means used to listen to the radio (e.g. analog radio vs. online streaming). The Contest Sponsors will not be held liable in any way for such delays. In the event that a caller is outside of the local calling area, standard long distance rates as charged by the caller’s long distance service provider will apply. The tenth (10<sup>th</sup>) caller through on the Contest Line following the applicable Announcement will be eligible to play the Summer of Hali Love game (the “**Game**”) for a chance to be entered into a Weekly Prize Draw, as described below (each, a “**Contestant**”). Each Contestant will be announced on-air and will be required to play the Game on-air. If there is not a clear telephone connection between the 101.3 Virgin Radio on-air announcer and a Contestant, such that one or each other cannot hear the other, such Contestant will be disqualified, and the Contest Sponsor will not be liable in any way for such failed connection. Each Contestant will be required to provide a representative of 101.3 Virgin Radio with their name, address and telephone number. In conducting the Contest, 101.3 Virgin Radio and its representatives have the full and absolute discretion to disqualify any Contestant who fails to respond on the phone or whose response cannot be heard, and the Contest Sponsors shall have no liability or responsibility to any Contestant so disqualified. The odds of playing the Game for a chance to be entered into a Weekly Prize Draw will depend on the total number of callers after each Announcement on any weekday of the Contest Period. Proof of identification must be provided upon request.
5. THE GAME: The object of the Game is to correctly guess the Location in ten (10) seconds. The first

answer given is the only answer accepted. The Contestant who correctly guesses the Location within the time limit will be eligible for entry into the Weekly Prize Draw (each, a “**Qualifier**”). If the Contestant answers incorrectly, the Contestant will not be eligible to become a Qualifier and the next caller through on the Contest Line will be asked to play the Game. Further callers will be eligible to play until one caller provides the correct answer. The odds for each Contestant to become a Qualifier will depend on their success at the Game. A Contestant can be a Contestant more than once, but can only become a Qualifier once per contesting week (from Monday to Friday).

6. **PRIZES:** There are ten (10) prizes (collectively the “**Prizes**”, each a “**Prize**”) available to be won, each consisting of one (1) gift card from the Auction House, valued at \$100 CAD; one (1) gift card from Needs and Fast Fuel, valued at \$100 CAD; and one (1) gift card from Decathlon Dartmouth, valued at \$100 CAD. The gift cards are subject to the terms and conditions of their respective issuing companies. Approximate retail value of each Prize: \$300 CAD. Limit of one (1) Prize per household.
7. The Prizes must be accepted as awarded. The Prizes may not be sold, transferred and are not convertible to cash. The Contest Sponsors reserves the right to substitute a Prize in whole or in part in the event that all or any component of the Prize is unavailable. Prize winners are solely responsible for all costs not expressly described herein. The number of Prizes available to be won will decrease throughout the Contest as they are awarded. Prize winner acknowledges that upon awarding of the Prize, all obligations typically borne by the provider of services or goods become that provider’s responsibility.
8. Weekly Prize Draws: Starting on July 5 and ending on September 6, 2021, every Monday of the Contest Period, at approximately 9:00 a.m. AT, a random draw (each, a “**Weekly Prize Draw**”) will take place at Bell Media Inc., Halifax, Nova Scotia from among all eligible Qualifiers who qualified during the week preceding the applicable Weekly Prize Draw. The first Qualifier drawn in the course of each Weekly Prize Draw will be eligible to win a Prize. The odds of winning a Prize in the course of each Weekly Prize Draw shall be no worse than one in five. Entries received will be discarded after each Prize Draw and will not be carried over to the next Prize Draw.
9. Bell Media Inc., acting reasonably, will attempt to contact each potential winner to notify potential winner that they may have won a Prize by telephone within two (2) business days after the applicable Prize Draw. In the event that a potential winner cannot be contacted within two (2) business days after the applicable Prize Draw, such potential winner will be disqualified and an alternate potential winner may be drawn at the Contest Sponsors’ sole discretion. Proof of identification must be provided upon request. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by Bell Media Inc.
10. Before being awarded a Prize, each potential winner will be required to sign and return within the time stipulated by the Contest Sponsors, a full release and indemnity form stating that, among other things, such potential winner has read, complied and understood these Rules, grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Contest and/or the Contest Sponsors and/or similar matters, authorizes the Contest Sponsors to broadcast, publish, disseminate and otherwise use such potential winner’s name, city/town/village and province/territory of residence, photograph, likeness, sobriquet and voice, in connection with any promotion and/or publicity, and/or for general news, entertainment and/or information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Sponsors from any and all liability of any kind arising out of the potential winner’s participation in this Contest and receipt and use of the Prize. In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsors shall have the right to disqualify potential winner, and draw an alternate potential winner, and the Contest Sponsors shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner shall be applied, with the necessary amendments, until all qualified winners have been duly selected, but in any event, no later than September 10, 2021. The number of

actual Prizes awarded may be less than the number of available Prizes should efforts to confirm all winners be unsuccessful, in accordance with these Rules.

11. By entering this Contest, the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsors with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.
12. All entries become property of the Contest Sponsors who assume no responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, mail, voice messages, e-mail or any computer errors or malfunctions. No correspondence will be entered into except with entrants requesting Rules by mail or requesting the names of the Prize winners (for which a self-addressed, postage paid envelope must be included). The Contest Sponsors do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials or data that have been tampered with or altered are void. If for any reason, in the opinion of the Contest Sponsors, in their sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Contest Sponsors reserve their right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received eligible entries. Contest Sponsors reserve their right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsors reserve their right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made the Contest Sponsors reserve their right to seek remedies and damages to the fullest extent of the law. Contest Sponsors shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest website.
13. Contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this Contest each entrant consents to the collection, use and distribution of their personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsors for the purposes of implementing, administering and fulfilling this Contest. Contest Sponsors will not sell or transmit this information to third parties except for the purposes of administering this Contest. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Bell Media Inc.'s Privacy Policy, which is available at [https://www.bell.ca/Security\\_and\\_privacy/Commitment\\_to\\_privacy](https://www.bell.ca/Security_and_privacy/Commitment_to_privacy). Any inquiry concerning the personal information held by the Contest Sponsors should be addressed to Bell Media Inc. at 2900 Agricola St, Halifax, Nova Scotia, B3K 6A7.
14. In the event of any discrepancy or inconsistency between the terms and conditions of the Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Rules shall prevail, govern and control.
15. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsors and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its

owner is strictly prohibited.

