

**Hidden Gems Friday  
CONTEST  
OFFICIAL CONTEST RULES  
(the “Rules”)**

---

1. The Hidden Gems Friday contest (the “**Contest**”) starts at 9:00 a.m. Atlantic Time (AT) on Friday, July 2, 2021 and closes at 2:00 p.m. AT on Friday, September 3, 2021 (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest sponsors are 101.3 Virgin Radio, a division of Bell Media Inc., and Steele Subaru (hereinafter collectively referred to as the “**Contest Sponsors**”). The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. Facebook 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 Facebook. You may only use your one (1) personal Facebook account (the “**Account**”) to participate in this Contest. To enter the Contest, you will need to sign up for an Account if you don’t already have one. Signing up for an Account is free. To sign up for an Account, visit [www.facebook.com](http://www.facebook.com) and follow the on-screen instructions.
3. To enter and to be eligible to win, entrant must be a legal resident of Nova Scotia 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 fulfillment 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, simply log-in to your Account, visit the 101.3 Virgin Radio Facebook Page located at [www.facebook.com/VIRGINRadioHali](http://www.facebook.com/VIRGINRadioHali) each Friday of the Contest Period at approximately 9:00 a.m. AT, and follow the entry instructions from the Contest post #HiddenGemsFridayContest (the “**Contest Post**”) – which includes a hyperlink to these Rules to signify that you have read and agree to be bound by these Rules. You will then be provided with one (1) entry into the Contest. Each entrant must comply with Facebook’s Terms of Service available at [www.facebook.com](http://www.facebook.com). Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. All entries and entrants are subject to verification for compliance with these Rules. In the event of a dispute, entries shall be deemed to be submitted by the “Authorized Account Holder” of the Account that submitted the applicable entry. “Authorized Account Holder” is defined as the person who is assigned to an Account by [www.facebook.com](http://www.facebook.com). An entrant may be required to provide proof of being the Authorized Account Holder of the Account that submitted the applicable entry. If you opt to enter this Contest via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Contest), standard text messaging and/or data rates may apply according to the terms and conditions of your services agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest. Participation in this Contest by mobile device means that you understand that you may receive additional messages by mobile device relating to this Contest, including notifying you if you are the potential Prize winner (if applicable), which may be subject to charges pursuant to your carrier's rate plan. Mobile device service may not be available in all areas. Check your phone’s capabilities for specific instructions before entering the Contest via your wireless mobile device.
5. **PRIZES.** There is a total of eleven (11) prizes available to be won: ten (10) weekly prizes (the “**Weekly Prize(s)**”) and one (1) grand prize (the “**Grand Prize**”).
  - **WEEKLY PRIZES:** Each Weekly Prize consists of a 30L Hiking Backpack from Decathlon Dartmouth and an annual membership with Hike Nova Scotia. The approximate retail value of each Weekly Prize is eighty-five dollars (\$85.00) CAD. Limit of one (1) Prize per household.
  - **GRAND PRIZE:** The Grand Prize consists of one (1) Vacation Gift Card in the amount of one thousand dollars (\$1,000.00) CAD from The Quarterdeck Resort, Port Mouton, Nova Scotia. Gift card is subject to the issuing company’s terms and conditions.

Weekly Prizes and the Grand Prize shall be collectively referred to as “**Prizes**” and each, a “**Prize**”. The Prizes must be accepted as awarded. The Prizes may not be sold, transferred and are not convertible to cash. The Contest Sponsors reserve 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 winner is solely responsible for all costs not expressly described herein. 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.

6. Prizes must be accepted as awarded. The Prize may not be sold, transferred and is not convertible to cash. Contest Sponsor 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 winner is solely responsible for all costs not expressly described

herein. 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.

7. **WEEKLY PRIZE DRAWS:** Each Friday during the Contest Period, at approximately 2:15 p.m. AT, a random draw (each, a "**Weekly Prize Draw**") will take place at Bell Media Inc., Halifax, Nova Scotia from among all eligible Entries received up to the point of the applicable Weekly Prize Draw. The first Entry drawn during the course of each Weekly Prize Draw will be eligible to win a Weekly Prize and to be entered into the Grand Prize Draw (each, a "**Weekly Prize Winner**"). The odds of winning a Weekly Prize will depend on the total number of eligible Entries received up to the point of the applicable Weekly Prize Draw. Entries received will be discarded after each Weekly Prize Draw and will not be carried over to the next Weekly Prize Draw.
8. **GRAND PRIZE DRAW:** On Tuesday, September 7, at approximately 9:00 a.m. AT, a random draw for the Grand Prize (the "**Grand Prize Draw**") will take place at Bell Media Inc., Halifax, Nova Scotia from among all eligible Weekly Prize Winners selected during the Contest Period. The first entry drawn will be eligible to win the Grand Prize. The odds of winning the Grand Prize from among the eligible Weekly Prize Winners are one in ten.
9. Bell Media Inc., acting reasonably, will attempt to contact each potential Prize winner to notify potential winner that they may have won a Prize using the information provided at the time of entry within two (2) business days after the draw. Each potential Prize winner is solely responsible for monitoring their Account for such notification messages. In the event that a potential winner does not respond to the Contest Sponsor's notification message as outlined in the notification within two (2) business days after the draw, such potential winner will be disqualified and an alternate potential winner may be drawn at the Contest Sponsor's sole discretion. Proof of identification must be provided upon request.
10. 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. Before being awarded a Prize, the 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, they have read, understood and complied with these Rules, grant all consents required, agree to be available and to participate in publicity and/or promotions related to the Contest and/or the Contest Sponsors and/or similar matters, authorize 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, accept the Prize as offered and release 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 that the/a potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsors shall have the right to disqualify the 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 21, 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 assumes no responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, mail, voice messages, e-mail or any computer errors or malfunctions. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s) and related-time keeping systems of the Contest Sponsors. Broadcast delays may occur, including depending on the means used to listen to the radio (e.g. analog radio vs. online streaming). Contest Sponsors will not be held liable in any way for such delays. 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). 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 its 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 its 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 its sole discretion to disqualify any individual it finds 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.