

## **P&G 2016 #MUSICGLAM GIVEAWAY RULES**

The following are the rules (“**Rules**”) for the P&G 2016 #MusicGlam giveaways (the “**Giveaways**”) being administered by BeautyBloggers.ca, represented by Julie Martinson (“**host**”), with prizing provided by Procter & Gamble Inc. (“**P&G**”) and Shoppers Drug Mart (“**Shoppers Drug Mart**”) for the promotion of the 2016 #MusicGlam Twitter Party.

### **1. ELIGIBILITY**

To be eligible for the Giveaways, entrants must be legal residents of Canada, be of the age of majority or older at the time of entry in their province or territory of residence and have a valid Twitter account at the time of entry. Employees of P&G, Shoppers Drug Mart and each of their affiliates, subsidiaries, related companies, advertising and promotional agencies, prize suppliers and the household members of any of the above are not eligible to participate in the Giveaways.

### **2. GIVEAWAY PERIODS**

The Contest commences at 6:30pm EDT on February 15, 2016 and will end at 8:00pm EDT on February 15, 2016 (the “Contest Period”). All entries must be received by 8:59:59pm EDT on February 15, 2016 (the “Contest Closing Date”).

### **3. HOW TO ENTER**

**NO PURCHASE NECESSARY.** To enter, entrants must follow @BBloggersCA on Twitter (<http://www.twitter.com/bbloggersCA>) and watch for the Giveaway Tweets during each respective Giveaway Period which will include a Giveaway question. When prompted, entrants must tweet to @BBloggersCA with their reply to the question and be sure to include the hashtag #MusicGlam.

In the event of a dispute as to who submitted an electronic entry, the entry will be deemed to have been submitted by the authorized account holder of the Twitter account associated with the entry. “Authorized account holder” of the Twitter account is defined as the natural person who is assigned to a Twitter account by Twitter.

### **4. PRIZES**

There are ten (10) prizes (the “**Prizes**”) available to be won in total. For resident in Quebec, prizing will consist of a gift basket containing P&G products with an approximate value of one hundred Canadian dollars (CDN\$100.00). For residents in Canada (excluding Quebec), prizing will consist of a gift basket containing P&G products and a one hundred (\$100.00) Shoppers Drug Mart gift card with an approximate value of two hundred and seventy-eight Canadian dollars (CDN\$278.00).

[Host] reserves the right, in its sole discretion, to substitute a prize of equal or greater value if a Prize or any part thereof cannot be awarded for any reason. The Prizes are not transferable and not redeemable for cash, will not be extended under any circumstances and must be accepted as offered without substitution.

Prizes will be distributed within ten (10) business days after the winners have been successfully contacted and fulfilled the requirements set out herein. P&G and Shoppers Drug Mart shall not assume any liability for a lost, damaged or misdirected Prize.

### **5. SELECTION OF WINNERS**

Ten (10) entrants will be selected as potential winners by a random draw from all eligible entries received during the respective Giveaway Period. The selected entrants will be notified by private Twitter message within three (3) business days after the end of the Giveaway Period. The selected entrants must respond to the notification within three (3) business days. If a selected entrant does not respond within three (3) business days of being notified, he/she will be disqualified and will not receive a Prize and another entrant may be randomly selected from the pool of eligible entries. [Host] shall be in no way responsible for the failure, for any reason whatsoever, of a selected entrant to receive notification or for [host]’s failure to receive a selected entrant’s response.

The odds of being selected as a potential winner are dependent upon the number of eligible entries received by [host] during a respective Giveaway Period. Before being declared a winner, each selected entrant will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail, to

comply with the Rules and may be required to sign and return the Release (described below).

## **6. RELEASE**

The winners will be required to execute a winner release form (“**Release**”), as determined by [host] in its sole discretion, that confirms winners’: (i) eligibility for the Giveaway; (ii) acceptance of the Prize as offered; (iii) release of P&G, Shoppers Drug Mart, Twitter, and their respective parent companies, subsidiaries, affiliates and/or related companies and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies and prize suppliers (collectively, the “**Releasees**”) from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Giveaway or the acceptance, use, or misuse of the Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grants to –[host] of the unrestricted right, in –[host] sole discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use the winner’s name, photograph, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Giveaway and the promotion and exploitation thereof. The executed Release must be returned within two (2) business days of the date indicated on the accompanying letter of notification or the verification as a winner or the selected entrant will be disqualified and the Prize forfeited.

## **7. GENERAL**

By participating in the Giveaway, each entrant agrees to abide by these Rules and the decisions of [host] which shall be final and binding upon all entrants. Entrants who have not complied with these Rules are subject to disqualification.

[Host] reserves the right, in its sole discretion, to terminate the Giveaway, in whole or part, and/or modify, amend or suspend the Giveaway, and/or these Rules in any way, at any time, for any reason without prior notice.

By participating in the Giveaway, each entrant releases and holds harmless the Releasees from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Giveaway, any breach of the Rules, or in any Prize-related activity. Each entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the the entrant’s participation in the Giveaway, without limitation.

Personal information collected during the course of the Giveaway shall be used by – [host] and its authorized representatives solely for the purposes of conducting the Giveaway and awarding the Prizes, and will not be used or disclosed for any other purpose unless required by law. [Host] will use the entrant’s personal information only for identified purposes.

By participating in the Giveaway, the winners agree that his/her name may be used in any and all forms of media, without any further compensation by [host] and waives all rights (including moral rights) with respect to printed, broadcast and other forms of publicity.

The Giveaway is in no way sponsored, endorsed or administered by any social media platforms on which the Giveaway may have been advertised. Any questions or comments regarding the Giveaway must be directed to [host] and not to any of the social media platforms on which the Giveaway may have been advertised.

The Giveaway is subject to all applicable laws of the province of Ontario and the laws of Canada applicable therein.