March 8, 2010
WWF-Canada Annual Photo Contest
Official Rules and Regulations
Reviewed under the Criminal Code and Competition Act
Start: March 8, 2010
Close: July 31, 2010
Winners’ Announcement: October 4, 2010 at wwf.ca/photocontest

WWF-Canada Annual Photo Contest

Grand Prize - The two Grand Prize Winners will each receive over $350 in prize gifts!

CONTEST RULES

ALL ENTRANTS AGREE TO COMPLY WITH THESE RULES

NO PURCHASE NECESSARY: The WWF-Canada Annual Photo Contest (the “Contest”) begins at 12:00:01 AM (ET) on March 8, 2010 and ends at 11:59:59 PM (ET) on July 31, 2010 (the “Contest Period”). World Wildlife Fund Canada (WWF-Canada or the “Sponsor”) reserves the right to terminate the Contest and, at its sole discretion, award no Prize if events beyond its reasonable control make continuation not feasible. The Sponsor also reserves the right to amend these rules unilaterally and without notice to entrants.

WWF-Canada is looking for photo entries depicting “Our natural world at its best”. The photos can portray images of wildlife, nature, plants, insects, landscape or even weather. Both Canadian and International photo entries are encouraged.

THE PRIZE: The top 36 winning images will be published in our 2011 wall calendar. Of these 36, two (2) prizes (the “Grand Prizes”) will be awarded to two (2) of the images. The two (2) Grand Prize Winners will each receive over $350 in prize gifts (as selected by WWF-Canada)

TO ENTER THE CONTEST:

1. Between March 08, 2010 and July 31, 2010 (the “Submission Period”), please send entry photos (the “Submission”) to the following address:
   The WWF-Canada Annual Photo Contest
   WWF-Canada
   245 Eglinton Ave. East, Suite 410
   Toronto, Ontario M4P 3J1

2. Please fill in an official entry form, signed and dated, and attach it to the back of each photo entry.
   Each contestant can submit a maximum of 5 images.

ENTRY FORMAT:

1. All entries must be submitted as 8” x 10” colour photographic prints ONLY! We do not accept slides or digital format entries.
2. Each submission can only be associated to one participant.
3. All submissions must be original, unpublished photographs.
4. WWF-Canada will not accept images of domestic animals and/or that include human interaction. These will be automatically disqualified.
5. All Submissions must be intended for family audience viewing and contain only content that, in the sole and unfettered discretion of the Sponsor is suitable for all persons, including persons 13 years of age.
6. There should be NO “image enhancement” or manipulation to the photo entries.
7. Due to the set up of the WWF-Canada Wall Calendar, it is advisable to submit photos in landscape format or a format that can be cropped to landscape format.
8. Submitted entries will not be returned.

Each photo is subject to the approval of the Sponsor and must satisfy all the requirements set out above and be submitted in accordance with these Official Rules to be posted for viewing. Sponsor’s rulings are final and without appeal in all matters related to the posting of the photos and the awarding of the prizes.

ELIGIBILITY: To be eligible to enter, you must be a resident in Canada (excluding the Province of Quebec), and have reached the age of majority in your province of residence at time of entry. You cannot be an employee or director (current or retired), of WWF-Canada, its affiliated companies, agents, advertising or promotional agencies, domiciled with any such person, or a member of the immediate family of any such person. “Immediate family” means a spouse (“legal” or common law) of any such employee, or any parent, child, grandparent, grandchild or sibling (by blood or adoption) of any such employee or the spouse of any such person.

WWF-Canada assumes no responsibility for lost, delayed, destroyed or misdirected entries. WWF-Canada will contact only the people whose images are selected as finalists.

RIGHTS:

1. By signing the entry form, the contestants confirm that they are the copyright holders of the submitted images and will hold WWF-Canada harmless from any breach of copyright in Canada or elsewhere.
2. Winners also give the rights to WWF-Canada to use the winning images in the publication of the 2011 Wall Calendar, to present them at the WWF-Canada Annual Public Meeting, to publish on the WWF-Canada website, and to use them in any other promotions related to the WWF-Canada Photo Contest and Wall Calendar publication by signing the entry form.
3. Any/all submitted entries will not be returned.
4. Contestants can choose to donate the images to WWF-Canada’s image library, where WWF-Canada will have rights to use the donated images for any purpose.
5. WWF-Canada will include proper credits to the photographer whenever an image is used.
6. Photos that are not donated to WWF-Canada will be shredded after the contest.

THE SELECTION PROCESS: The selection process will take place between August 01, 2010 and August 20, 2010 (the “Selection Process Period”).

1. A panel of 3 judges, including a professional photographer, a member of an advertising agency and a WWF-Canada staff, will conduct the initial judging to select 36 winning images under the monthly featured winners and honorary mention categories. Of these 36 images, 6 will be identified by the judging committee as Grand Prize Finalists.
2. The selected finalists will be contacted between August 9, 2010 and August 20, 2010 and requested to send soft copies of their images to be uploaded onto wwf.ca
3. The 6 images will then be published on the WWF-Canada website between August 23, 2010 and September 6, 2010 (the “Voting Period”) and made available for the general public to vote (http://www.wwf.ca/takeaction/photo_contest/2010/).

4. The image that gets the most votes in the Canadian and the International categories will be eligible for a Grand Prize. From these two entries, the image that gets the most votes overall will be featured on the cover of the 2011 Calendar, which will be available for sale through the WWF-Canada on-line store.

5. Odds of being selected depend on the total number of eligible entries received during the Submission Period and being selected by the judging panel based on the criteria set out above.

**TO WIN:** To be declared the winner, the selected entrants must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question administered by a WWF-Canada representative or agent in a pre-arranged telephone interview. The selected entrants will also be required to sign a Declaration and Release Form (the “Release Form”) confirming compliance with the Official Rules, acceptance of the Grand Prize as awarded, without substitution, and releasing the Sponsor, its dealers, agents, affiliated and related companies, advertising and promotional agencies, the independent contest organization and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively, the “Releasees”) from any liability in connection with the Grand Prize or this Contest. The Release Forms must be returned within the time period specified on the Release Form or the prize may be forfeited. Delivery of the Grand Prize to the confirmed winners will be arranged within thirty (30) days of receipt of the Release Form by the Sponsor.

By entering the Contest, the winners consent to the use of his/her name, address (city and province) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor in connection with this Contest. This Contest is subject to all federal, provincial and municipal laws and regulations.

The Sponsor and the independent contest organization accept no responsibility for loss, damage or claims caused by or resulting from the contest or acceptance of a Grand Prize. The Sponsor will not be responsible for late, lost, illegible, incomplete, falsified or destroyed entries and all such entries are void. Entries that have been falsified, tampered with or altered are void. In the event it is determined that an entrant has entered in a fashion not sanctioned by these rules and/or has submitted more than the number of entries permitted by these rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified. The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entries that violate the Official Contest Rules.

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