



21st Annual Canada Life CN Tower Climb for WWF-Canada
Contest Official Rules

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Grand Prizes:

Daymac® “Rome” Electric Scooter - value \$2,500
Sony® 40” BRAVIA EX710 –Series 1080p HD LCD TV – value \$1,500

CONTEST RULES

ALL ENTRANTS AGREE TO COMPLY WITH THESE RULES

THE CONTEST:

The 21st Annual Canada Life CN Tower Climb for WWF-Canada (the “Contest”) begins at 12:00:01 AM (ET) on January 1, 2011 and ends at 11:59:59 PM (ET) on April 16, 2011 (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.

THE PRIZES:

Two (2) prizes (the “Prizes”) will be awarded, consisting of a

Daymac® “Rome” Electric Scooter - value \$2,500
Sony® 40” BRAVIA EX710 –Series 1080p HD LCD TV – value \$1,500

TERMS AND CONDITIONS:

1. Reservations must be made at least thirty (90) days prior to departure.
2. All expenses other than as specifically stated as being included, including all applicable taxes and fees, seat selection and personal expenses are at the expense of the winner.

TO ENTER THE CONTEST: There are two (2) ways to enter the Contest:

If you are under the age of majority you must have your parent or legal guardian complete the entry on your behalf. Your parent or legal guardian must complete the entry with your full name and age and his/her complete address and daytime telephone number, and then print and sign his/her name.

1. Visit www.wwf.ca/cntower and complete the online registration for the 21st Annual Canada Life CN Tower Climb for WWF-Canada which will take place on Thursday, April 14 and Saturday, April 16, 2011 at the CN Tower in Toronto, Ontario. Any eligible person, who successfully registers with payment as outlined below, will be automatically entered into the Contest. For the Public climb, raise \$100.00 (CDN) for your first ballot entry, inclusive of minimum pledge amount of \$75.00 (CDN). Then qualify for more ballots for each additional \$100.00 (CDN) raised, prior to 11:59:59 PM (ET) on April 15, 2011 (the "Contest Closing Date"). For the Team Challenge, raise \$150.00 (CDN) as an individual for your first ballot entry, inclusive of minimum pledge amount, \$150.00 (CDN). All payments must be submitted to WWF-Canada for the Canada Life CN Tower Climb during the Contest Period, provided that WWF-Canada has received the pledged donations on that person's behalf through the online pledging system (wwf.ca/cntower) or donations submitted via cash/cheque/credit card over the phone 416-484-7700 or by mail/courier to 410-245 Eglinton Ave. East, Toronto, ON M4P 3J1. If WWF-Canada has not received the minimum amount of \$150.00 (CDN), or if the payment is received after the Contest Closing Date, he or she will be disqualified (in which case there will be no entry into the Contest).

OR

2. On a plain piece of paper, print your full name, complete mailing address (including postal code), daytime telephone number (including area code), date of birth, email address (if applicable), include an essay at least 1,500 words about the effect of climate change on Cuba's habitat and mail bearing sufficient postage to: The 21st Annual Canada Life CN Tower Climb for WWF-Canada Contest, WWF-Canada 410-245 Eglinton Avenue East, Toronto, Ontario, M4P 3J1. Limit one contest entry per original essay. Essays must be post-marked no later than the Contest Closing Date and received by Wednesday, April 13, 2011. **PLEASE NOTE: Essays must be an original (no photocopies or other reproductions). Plagiarized essays will be disqualified.**

ELIGIBILITY

To be eligible to enter, a person must be age 6 years older, a resident in Canada (excluding the Province of Quebec). 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. Any person who has volunteered with WWF-Canada between the dates of January 1, 2010 through June 1, 2011 will not be qualified for entry. If an entrant is under the age of majority he/she will require his/her parent or legal guardian to complete entry and to act on his/her behalf in regards to completing a Declaration and Release Form and accepting a prize.

WWF-Canada assumes no responsibility for lost, delayed, destroyed or misdirected entries. WWF-Canada will contact only the person whose name is drawn.

THE DRAW:

A random draw will be made at WWF-Canada, 410-245 Eglinton Avenue East, Toronto, Ontario, M4P 3J1 by an independent judging organization on May 13, 2011 at 2:00:00 PM (ET) (the "Draw Date"). Odds of being selected depend on the total number of eligible entries who register successfully during the Contest Period as well as the number of "alternative" entries, as described above. The selected entrant or his/her parent or legal guardian if under the age of majority will be

contacted within two (2) weeks of the Draw Date. If WWF-Canada or its agent, acting reasonably, cannot contact the selected entrant within two (2) weeks of the Draw Date, another name will be drawn. The WWF-Canada or its agent will then make reasonable efforts to contact that person within two further weeks, failing which another name will be drawn, and so on, until a selected entrant is contacted or there are no more eligible entries. The Sponsor will not be responsible for failed attempts to contact the selected entrant. The Sponsor reserves the right to reschedule the Draw. Delivery/pick up of the two (2) prizes will be negotiated and coordinated between WWF-Canada and the successful winners.

TO WIN:

To be declared the winner, the selected entrant or his/her parent of legal guardian if under the age of majority, 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 entrant or his/her parent or legal guardian if under the age of majority, and his/her travel guest will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with the Official Rules, acceptance of the 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 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 Prize to the confirmed winner will be arranged within thirty (30) days of receipt of the Release Form by the Sponsor.

No correspondence will be entered into except with the selected entrant. By entering the Contest, the winner consents 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 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.

The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit http://wwf.ca/privacy_security

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