

**Brace for Impact #BraceForImpact  
Rules & Regulations (the "Contest Rules")**

**1. CONTEST SPONSORS:** This contest is sponsored by The Calgary Science Centre & Creative Kids Museum Society ("TELUS Spark") hereinafter referred to as the ("Contest Sponsor").

**2. CONTEST PERIOD:** The Brace for Impact Contest (the "Contest") starts on Thursday, February 23, 2017 at 10:00AM Mountain Daylight Savings Time ("MST") and closes on Friday, May 19, 2017 at 11:00AM MST (the "Contest Entry Period").

**3. ELIGIBILITY:** To enter and to be eligible to win, a person must be a resident Canada, with the exception of Quebec, and be the age of majority in their province/territory of residence. Employees, agents, and representatives of the Contest Sponsors, their advertising or promotional agencies ("Contest Parties"), and their immediate family members or persons with whom they are domiciled, are not eligible to enter or win a prize. "Immediate family member" means parents, sisters, brothers, children, partner, and spouse.

**4. HOW TO ENTER:** To enter the Contest, a person must take a short video using the #BraceForImpact tag and upload it to Instagram or Twitter. The Entrant needs to complete two steps to complete the entry:

1. Upload your video on Instagram or Twitter.
2. Tag @TELUS\_Spark and use the #braceforimpact hashtag.

Limit of one (1) unique entries per person/email/phone number/social media account, per day. If multiple Entrants appear in the video, they are allowed to use it on multiple accounts so long as they are belong to different Entrants. Retweets and reposts are not eligible. All entries over and above the limit will be removed.

By participating in the Contest, each Entrant agrees to be bound by these Rules and Regulations and by the interpretation of these Rules and Regulations by the Contest Sponsors, and further warrants and represents that his/her Video:

- i. is original to him/her and that the entrant has all necessary rights in and to the Video (and all individual components thereof – e.g. images) to enter the Contest;
- ii. does not violate any law;
- iii. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from each such individual and his/her parent/legal guardian if he/she is under the age of majority in his/her jurisdiction of residence (note: if you cannot obtain the consent of an individual appearing in your Video, then his/her face must be blurred out);
- iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims whatsoever; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Contest Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Contest Sponsor (e.g. any clothing worn and/or products appearing in your Video(s) must not contain any visible logos, trade-marks or other third party materials, including music, unless the appropriate consents have been obtained (note: all identifiable third party products, trade-marks, brands and/or logos (including, without limitation, signage) for which consent has not been obtained by the entrant must be blurred out so as to be unrecognizable); conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Contest Sponsor in their sole and absolute discretion.

The Contest Sponsor and/or their promotional agency or designated content moderator (the “Reviewer”) will review every Video. If a Video is deemed to be inappropriate or does not adhere to the Rules, as determined by the Contest Sponsor in their sole and absolute discretion, it may be disqualified from this Contest in the sole and absolute discretion of the Contest Sponsor.

By entering the Contest and submitting an Entry, each Entrant: (i) grants to the Contest Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Video (as applicable), in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to his/her Video (as applicable) in favour of the Contest Sponsor; and (iii) agrees to release and hold harmless the Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “Releasees”) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action that relate in any way to the Entry or any component thereof. For greater certainty, the Reviewer reserves the right, in its sole and absolute discretion and at any time during the Contest, to modify, edit or remove any Video, or to request an Entrant to modify or edit his or her Video, if a complaint is received with respect to the Entry, or for any other reason.

The Contest Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, related to or resulting from participation in or downloading any materials relating to this Contest. If, for any reason, in the opinion of the Contest Sponsor, the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control, the Contest Sponsor, at their sole discretion, reserves the right to cancel, terminate, modify, or suspend the Contest without notice. The Contest Sponsor reserves the right in their 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 these Contest Rules or otherwise in a disruptive manner. The Contest Rules are subject to change at the discretion of the Contest Sponsor and the Contest Sponsor reserves the right to terminate or amend this content at any time and in any way without prior notice.

Online entries must be made by the original, manual keystrokes of the individual entrant. Use of mechanical assistance, form-filling software or robotic assistance is prohibited. The Contest Sponsor assumes no responsibility for travel costs incurred by any winners to collect their prize. Contest Sponsor will make arrangements with each prize winner regarding the pickup or delivery of each prize.

**5. ODDS OF WINNING A PRIZE:** The odds of winning any Prize depends upon the total number of eligible Entries received during the Contest Period.

**6. WINNER SELECTION:** A winner will be chosen at random approximately every two weeks on Friday at approximately 11:00AM MST. Please note that the draw will only occur if there are three (3) or more entries received within the draw period. All times below are Mountain Standard Time (MST).

Draw Number	Draw Period	Draw Date
Draw #1	Thursday, February 23 @10AM to Friday, March 10 @11AM	Friday, March 10, 2017
Draw #2	Friday, March 10 @11:01AM to Friday, March 24 @11AM	Friday, March 24, 2017
Draw #3	Friday, March 24 @11:01AM to Friday, April 7 @11AM	Friday, April 7, 2017
Draw #4	Friday, April 7 @11:01AM to Friday, April 21 @11AM	Friday, April 21, 2017
Draw #5	Friday, April 21 @11:01AM to Friday, May 5 @11AM	Friday, May 5, 2017
Draw #6	Friday, May 5 @11:01AM to Friday, May 19 @11AM	Friday, May 19, 2017

**7. PRIZES:** There is the potential for seven (6) prizes available to be won. The prize must be accepted as awarded and is non-refundable, non-transferable and non-redeemable for any cash value.

- One (1) General Daily Admission plus Star Trek: The Starfleet Academy Experience admission for a family of four (4) to TELUS Spark. Expires December 31, 2017. Prize value estimated between \$100 and \$120. Star Trek: The Starfleet Academy Experience leaves TELUS Spark on June 4, 2017. If the prize is used after June 4, 2017, the tickets will still be valid for General Daily Admission to TELUS Spark.

The Contest Sponsor reserves the right in their sole discretion to substitute a prize, in whole or in part, for a prize of equal or greater value, for any reason including due to any component of the prize being unavailable or for any circumstances beyond its control. The refusal by an entrant to accept any prize or part of the prize releases and forever discharges the Contest Sponsor and their agents from all obligations related to the prize, including delivery. The contest sponsor reserves the right to terminate or withdraw this contest at any time without prior notice.

**8. NOTIFYING SELECTED WINNER:** Before being confirmed as a Winner, the Selected Entrant will be required to correctly answer a mathematical skill-testing question without mechanical or other aid, and to sign and return all necessary release forms, as requested by the Contest Sponsor. By accepting a Prize, the Winner (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize as awarded; and (iii) agrees to release the Releases from any and all claims, damages, liabilities, costs, and expenses arising from any liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof.

The Prize Winner in this Contest will be contacted through their social media account (by posting to the Prize Winner's wall/feed) within three days after each Draw Date, as provided for in these Contest Rules. The selected contestant will be disqualified if (a) she/he cannot be reached after three (3) attempts over the course of a maximum of 10 business days from the date of the first point of contact from the Contest Sponsor; or (b) the Contest Sponsor determines that the qualifying contestant is ineligible according to these Contest Rules; or (c) that person does not comply with the Contest Rules including correctly answering the skill-testing question; or (d) if his/her prize notification is returned to the Contest Sponsor as being undeliverable. In such case, a second draw will be done and a new Selected Entrant will be contacted, and continues until a Winner is selected.

Arrangements for receiving a Prize will be made directly between the Winner and the Contest Sponsor. No Prize substitutions, transfers, or cash in lieu of the Prizes will be allowed.

**9. CORRESPONDENCE AND COMMUNICATION:** All correspondence and communication with contestants in connection with this Contest will be by email, except as otherwise noted. Notification of winner will be done strictly through their social media account as listed in Section 8 (NOTIFYING SELECTED WINNER). Contestants agree to abide by these Contest Rules. The decision of the Contest Sponsor shall be final and binding in all matters related to the Contest. The Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited.

**10. RELEASES:** By entering this Contest, claiming or accepting a Prize in this Contest, each Contestant consents to the use of his/her name, voice, picture, video (both moving and still) or likeness and Entry, without compensation, for promotional and/or publicity purposes as determined by the Contest Sponsors. The Prize winners agree to release the Contest Sponsor, their assignees, affiliates and associates named in the release from any and all liability, claims or actions of any kind whatsoever for injuries, damages or lost persons and property which may be sustained in connection with the receipt, entry for or use of a Prize. The Contest Sponsor may substitute one or more parts of a Prize with other merchandise or service of equal or greater value if, in the Contest Sponsor's opinion, the substitution becomes necessary.

**11. NO LIABILITY:** The Contest Sponsor reserves the right to change the terms of this Contest, suspend or cancel it, at any time, without liability on the part of the Contest Sponsor, and without prior notice. Contest Sponsor shall not be liable for late, lost, stolen, damaged, incomplete, misdirected, mislaid, illegible or unintelligible Entries. All Entries become property of the Contest Sponsor, which assumes no responsibility for failure of the internet or the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. If in the opinion the Contest Sponsor the administration or integrity of the Contest is compromised or corrupted at any time, the Contest Sponsor reserves the right to modify, suspend or cancel the Contest.

The Contest Sponsor reserves the right, in their sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any Entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsors, in their sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

By entering the Contest, all entrants consent to the collection, use and disclosure of their personal information by the Contest Sponsor and ZGM solely for the purpose of running the Contest and awarding of the prize. Such personal information will not be sold or shared with any other third parties. All decisions of the Contest Sponsor 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.

Except if prohibited by law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of entrants and Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Alberta without regard to any conflict of law issues. Except if prohibited by law, all entrants consent irrevocably to the jurisdiction and venue of the courts of the Province of Alberta.

**12. REFERENCES TO OTHER TRADE NAMES:** The Contest website may contain references to other company, brand and/or product names. These company, brand and/or product names are used for identification purposes only and may be trade-marks of their respective owners. The images of people or places displayed, forms, structures and graphics displayed or found within the website are either the property of, or used with permission by TELUS Spark. TELUS Spark may be, but is not necessarily, sponsored by or affiliated with any owners of the other company, brand or product names appearing on the website, and makes no representations about them, their owners, their products or services. This contest is in no way sponsored, endorsed or administered by, or associated with Instagram, Twitter or the Star Trek brand/CBS.

**13. PRIVACY:** By entering this contest, each Entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest and in accordance with the Contest Sponsor's Privacy Policy, unless the entrant otherwise agrees. This Contest is subject to all federal, provincial and municipal laws.