

Rules and Regulations of the *My Earth Day Contest*

Eligibility

Earth Day Canada's *My Earth Day Contest* (the "**Contest**") is open to Canadian residents aged 18 and over as well as municipalities, organizations, schools, institutions and agencies operating in Canada.

Employees, managers, and Board of Director members of Tous les jours/Earth Day Canada as well as those of Beside, Druide, Maison Jacynthe and MEC, including persons residing and/or domiciled with any of these persons, are not eligible to enter the Contest.

Prizes to be won

- 4 Beside magazines (value of \$35 each)
- 5 DRUIDE prizes (value of \$40 each)
- 2 Maison Jacynthe lots (value of \$70 each)
- 5 MEC gift certificates (value of \$40 each)

How to participate

The contest will be announced in a newsletter sent by Earth Day Canada to those who have registered, which will include a link to the entry form and will be hosted by Earth Day Canada. Earth Day Canada will be responsible for managing the registrations.

From February 13, 2020 at 12:00 p.m. to April 22, 2020 at 11:59 p.m., Canadian residents aged 18 and over and organizations, agencies, schools and businesses operating in Canada are invited to register an environmentally themed activity taking place in February, March, or April 2020 in the online calendar of jourdelaterre.org in accordance with the Charter of Earth Day Canada (in Appendix 1). Each activity registered with the mention "I wish to register for the Online Calendar Contest and accept the conditions of participation of the program" checked will be worth one entry in the contest. A total of 16 winners will be drawn in the week of April 27, 2020 and each will receive a \$35 Beside magazine, a \$40 DRUIDE prize, a Maison Jacynthe prize worth \$70, or a MEC gift certificate worth \$40. The person who has registered their organization, agency, school, or business and who would receive a prize is free to keep it for themselves or to give it to a member of their entity.

The registration of members is done via the registration form for an activity by checking the option "I would like to register for the Online Calendar Contest and accept the terms and conditions of participation of the program". The participant is required to duly complete and submit the online entry form hosted by Earth Day Canada with true, accurate, and complete information. Any form containing false, inaccurate, or incomplete information will automatically result in disqualification from participation.

Here are the steps to follow:

1. Go to the Earth Day Canada web page at the following address: <https://earthday.ca/submit-event/>;
2. Register an activity with an environmental theme by filling out the selected form by checking "Yes" I wish to register for the My Earth Day Contest and I accept the conditions of participation of the program;
3. Once the form is completed, click on "Submit your activity" and wait for the submitted activity to be confirmed by Earth Day Canada;



4. Winners will be contacted the week of April 27, 2020.

The date as well as the time (hour, minute, second) of receipt of the entry form by Earth Day Canada constitutes the time at which a person is considered an eligible participant in the contest. Earth Day Canada assumes no responsibility for lost, destroyed, or misdirected entry forms or for any technical defect in their receipt.

Selection and announcement of winners

The 16 winners will be determined by random draw among all those who have registered an activity taking place in February, March, and April 2020 in the online calendar and will win a \$35 Beside magazine, a \$40 DRUIDE prize, a Maison Jacynthe prize worth \$70, or a MEC gift certificate worth \$40.

Winners will be notified by telephone, e-mail, or mail between April 27rd and May 1st, 2020. They will then be informed of how they will receive their prize. Winners will have until 1pm on May 6th, 2020 to claim their prize from Earth Day Canada, after which they will lose the right to claim the prize they have won.

Earth Day Canada will assume the cost of transporting the prizes (postage).

General terms and conditions

Earth Day Canada makes no warranty with respect to the prizes won;

Participation in the contest constitutes acceptance by the participant of these terms and conditions.

If Earth Day Canada deems that the Contest cannot proceed as planned or if the administration, integrity, or proper functioning of the Contest is affected, notably due to a computer system failure, Earth Day Canada reserves the right to cancel, modify, or suspend the Contest, with the consent of its partners;

The Contest's winners release Earth Day Canada from any liability for any damages they may suffer in connection with the holding of the Online Calendar Contest, its cancellation, or following the taking possession of the prize. Winners also waive any recourse or legal action against Earth Day Canada;

All intellectual property, promotional materials, and web pages are the property of Earth Day Canada. Unauthorized copying or use of copyrighted material or trademarks without the express written consent of the owner is strictly prohibited. Earth Day Canada is a registered trademark owned by Tous les Jour.

Charter of Earth Day Celebrations

Earth Day Canada works with many partners to address environmental challenges through developing programs in collaboration with communities, organizations, and citizens. Every year, Earth Day ensures that the April 22nd celebrations happen and have a positive impact!

As part of these annual Earth Day celebrations, all are welcome to organize activities in their communities and to stimulate the shift to a more environmentally-friendly society. As the celebration of Earth Day has become more popular in Canada, it has become essential for our organization to clearly define what types of events may be officially recognized. The ultimate goal of an Earth Day activity must be to improve the state of the environment by empowering citizens with the tools and resources to take positive action. Thus, events that meet the following criteria will be recognized as part of Earth Day celebrations.

The 10 commitments:

1. **Positive awareness-raising:** The event positively raises awareness of existing and emerging solutions for environmental protection;
2. **Inclusive:** The event is non-discriminatory and welcomes the participation of everyone;
3. **Educational:** The activity aims to stimulate education about the environment;
4. **Apolitical and non-religious:** The activity is not associated with any political or religious cause. Earth Day values can not be used to promote a political or religious group;
5. **Promotes action:** The event promotes action by providing information or activities that help people take action in their community;
6. **Non-commercial:** Earth Day initiatives benefit the planet first and foremost. The organizer/s do not derive any financial benefits from their association with Earth Day, except for authorized partners of Earth Day;
7. **Environmental impact:** The activity tries to reduce its ecological footprint to the maximum. Eco-responsible event organization is encouraged;
8. **Peace and solidarity:** The activity is of a non-violent nature and is carried out in the interest of the Canadian environmental movement;
9. **Recognition of the Earth Day Movement:** Earth Day marks the anniversary of the 1970 birth of the environmental movement as we know it today. It was celebrated for the first time on April 22nd, 1970, when US Senator Gaylord Nelson encouraged students to set up environmental awareness projects in their communities. As a Wisconsin senator, Nelson proposed the first major environmental protest in the United States to shake up the political establishment and force the inclusion of environmental issues in the national agenda;
10. **Respect for the use of the Earth Day logo and its trademark:** Earth Day Canada is a registered trademark, of which the charitable organization “Tous les Jours” is the owner in Canada and France.

In return, Earth Day Canada commits to support those wishing to organize Earth Day celebrations by answering all their questions, sharing expertise, and facilitating networking. In addition, Earth Day Canada provides the public with action kits which are available at jourdelaterre.org.