

2020-2021 Canadian Lives That Make a Difference™ Essay Contest

No Purchase Necessary. Void In The Province Of Quebec And Where Prohibited Or Restricted By Law.

1. HOW TO ENTER: Individual students in grades 5-12 (students under 13 years of age are subject to school board approval) may enter the contest by writing and submitting an original essay in English supporting their choice of an important person who had a significant impact on Canadian society between January 1, 2020 through December 31, 2020. All students under 18 years of age must submit a consent form signed by their parent or legal guardian (“Parent”) with their entry. The essay must explain whether the impact was positive or negative on society. Essays do not necessarily need to be written on a person(s) of Canadian origin. Essay must be legible and is limited to 300 words or less. Entries over 300 words or not properly labeled will not be eligible. Each entry must include the student’s name, complete address, postal code, telephone number, age, grade, name of teacher, school, school address, and local cable system (if applicable), along with a copy of these Official Rules with the “Statement of Consent” signed by your Parent. Entries may be submitted online at www.LIVESTHATMAKEADIFFERENCE.com or by mailing your entry to: CANADIAN LIVES THAT MAKE A DIFFERENCE™ ESSAY CONTEST, c/o Breton Public Affairs, 3 Noel Ave, Toronto, ON M4G1B2 (“Administrator”). You may enter as often as you wish, but each entry must be a different essay. Contest begins January 15, 2021 and ends May 1, 2021. Entries must be postmarked no later than May 1, 2021. Entries received beyond the May 1, 2021 deadline will not be considered.

2. PRIZES: Prizes will be awarded in two grade levels: 5th-8th grade and 9th-12th grade. Two winners will be selected in each level. Each student winner receives a prize, along with the department/classroom of his/her teacher and school.

5th-8th Grade Level

GRAND PRIZE (1): Student: \$1,500 Cash Prize (CDN)

Department/Classroom of Teacher: \$500 Cash (CDN)

FIRST PRIZE (1): Student: \$1,000 Cash Prize (CDN)

Department/Classroom of Teacher: \$500 Cash (CDN)

9th-12th Grade Level

GRAND PRIZE (1): Student: \$1,500 Cash Prize (CDN)

Department/Classroom of Teacher: \$500 Cash (CDN)

FIRST PRIZE (1): Student: \$1,000 Cash Prize (CDN)

Department/Classroom of Teacher: \$500 Cash (CDN)

Winners will be selected in 2021 and will be notified by phone. Essays will be judged based on the following criteria: Persuasiveness (1/3); Creativity (1/3); Relevancy (1/3). In judges’ sole

opinion, the best overall essays will be chosen. Essays that contain more than 300 words and/or are not legible are not eligible. Winners will be selected from entries submitted by students in grades 5-8 and 9-12 by a panel of judges consisting of Canadian teaching professionals and A&E® Network executives. The judges' decisions are final on all matters relating to this contest. Prizes will be awarded before the end of the school year. Prizes must be accepted as awarded and are not transferable; no substitutions or cash equivalents are allowed except by the sponsor who reserves the right to award a prize of equal or greater monetary value if advertised prize is unavailable. All winners will be required to verify address or execute and return a declaration of compliance with contest rules and eligibility, authenticity, non-infringement of rights of any third party, liability/publicity release releasing the sponsor, its agents and other related parties from and against any liability resulting from or related to the contest and acceptance or use of the prize, and assignment of rights within 10 days of notification attempt or the prize will be forfeited and an alternate winner will be selected. Schools must also execute a release of liability in connection with prizes they receive. Taxes, if any, related to the prize are the responsibility of the individual winners and the school recipients. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of any prize, and by entering into the contest you agree to forever and irrevocably release, discharge, indemnify and hold harmless Sponsor, Administrator, their respective parent companies, affiliates, subsidiaries, licensors, distributors, and divisions, and their respective officers, directors, employees, representatives and agents from any and all liability, loss or damage of any kind, to persons (including death), or property, resulting in whole or in part, directly or indirectly suffered or resulting from participation in the Contest or the use, misuse or acceptance or possession of the Prize or any portion thereof, or participation in any Contest-related activity.

3. **CONDITIONS:** Essays must be the sole, original work of the entrant. Judges may disqualify previously published essays or those that have won previous awards or competitions. All essays become the property of A&E Television Networks and will not be acknowledged or returned. Entrants acknowledge and agree that they waive all rights of any kind whatsoever to their entries and that their entries become the property of A&E Television Networks, which thereby has the right to edit, adapt, modify, reproduce, publish, promote and otherwise use entries in any way they see fit without further compensation, except where prohibited by law. Acceptance of prize constitutes permission to use the winners' names, cities, statements and likenesses without further compensation, except where prohibited by law. No responsibility is assumed for lost, misdirected, illegible, damaged, incomplete, postage due or late entries or mail. No information regarding entries or judging will be disclosed. No correspondence will be entered into except with contest winners and/or their Parent. Non-compliance with these rules may result in an alternative winner being chosen.

4. **ELIGIBILITY:** The contest is open to students in grades 5-12, as of January 15, 2021, who are residents of Canada and who are enrolled full-time in a Canadian school (not including Quebec), except employees and their families of A&E Television Networks, their parent companies, affiliates, subsidiaries, advertising and promotion agencies, public relations agencies and members of the families and households of the above-mentioned persons. This

offer is void wherever prohibited and subject to all federal, provincial and local laws. Essays from students under the age of 18 must be accompanied by the form attached, fully completed and signed by the Parent giving his/her consent to the entrant's participation in this contest and his/her acceptance of/compliance with the contest rules on behalf of the entrant.

5. CANCELLATION CLAUSE: Sponsor reserves the right to terminate or amend this contest whether in whole or in part at any time without notice if any factor interferes with its security, fairness or administration as contemplated by these official rules.

6. WINNERS ANNOUNCEMENT: A list of winners will be posted on www.LIVESTHATMAKEADIFFERENCE.com.

7. SPONSOR: The sponsor of this promotion is A&E Television Networks, LLC. New York, NY. ©2021 A&E Television Networks, LLC. All rights reserved.

Statement of Consent

I, _____, agree to allow my son/daughter, _____, to participate in the "2020-2021 Canadian Lives That Make a Difference™ Essay Contest." I acknowledge, agree and consent to the terms and conditions as set forth in these Official Rules, on behalf of myself and my child.

Signature of Parent or Guardian