

# **Heart and Stroke Foundation 2010 Becel Heart & Stroke Ride for Heart – Sony PSP 3000 RULES AND REGULATIONS**

## **HOW TO ENTER**

1. The contest starts at 9:00 a.m. EST on Thursday January 21, 2010 (the “Contest Start Date”) and ends at 11:59 p.m. EST on Monday, June 14, 2010 (the “Contest Closing Date”).
2. TO QUALIFY: Individuals must register for the 2010 Becel Heart&Stroke Ride for Heart AND fundraise \$100 or more no later than the “Contest Closing Date”.
3. TO ENTER: Participants are automatically entered into the contest to win once they have registered for the 2010 Becel Heart&Stroke Ride for Heart AND have fundraised \$100 or more before the “Contest Closing Date”. Duplicate entries will be void and will disqualify original entry

## **ELIGIBILITY**

4. This contest is open only to 2010 Becel Heart&Stroke Ride for Heart participants except for employees of Heart and Stroke Foundation their affiliates, their advertising and promotional agencies, and person with whom they are domiciled. Parents/ Guardians of children under 18 years of age must sign a consent form. Only individuals that register for the event AND fundraise \$100 or more before the “Contest Closing Date” will be eligible to win.

## **THE PRIZE**

1. There is one (1) grand prize that includes: one (1) Sony PSP 3000. Approximate retail value of the prize is \$160.
2. The Heart and Stroke Foundation reserves the right, in their sole discretion, to substitute any and all of the Sony PSP 3000 for another PSP of equal or greater value, should all or part of the product become unavailable for any reason.
3. The prize is not redeemable for cash and there are no prize substitutions.
4. The Heart and Stroke Foundation of Ontario and their advertising and promotional agencies assume no liability for injury or death related to the acceptance of this prize and are not responsible for any loss, theft, or misuse of the prize.

## **ODDS**

5. The odds of winning the prize are dependant upon the total number of qualified entries received by the “Contest Closing Date”.

## **THE DRAW**

6. A random draw will be held on Wednesday, July 19, 2010 in Toronto and the winner will be contacted by telephone no later than August 2, 2010. Participants do not need to be present in order to win. The prize will be awarded to the first person whose entry is drawn and they confirm their eligibility. The selected entrant will be required to sign a standard declaration and release form confirming compliance with the contest rules, acceptance of the prize as awarded and releasing the contest suppliers from all liability. If the selected entrant cannot confirm eligibility, or cannot be contacted by August 16, 2010, that entrant will be disqualified and another entrant will be selected by random draw. The process will be repeated as necessary until a winner is chosen and eligibility confirmed. The prize will be distributed to the winner within 6-8 weeks of the Heart and Stroke Foundation receiving the signed declaration form.

7. The Heart and Stroke Foundation will not be responsible for any entries that may be lost, stolen or misdirected. Entrants, by entering this contest, consent to the use of their name and/or photograph, without compensation, in any future publicity carried out by the Heart and Stroke Foundation in connection with this contest.
8. All entries become the property of the Heart and Stroke Foundation and none will be returned. By entering the contest, you agree to further communication from the Heart and Stroke Foundation about Becel Heart & Stroke Ride for Heart.
9. We are committed to protecting the privacy of your personal information. The Heart and Stroke Foundation may maintain a record of your interaction for customer service, marketing and tax receipting purposes, where required. Occasionally, we may contact you with mission-related communications. Should you wish not to receive this information, or have any questions or concerns regarding the privacy of your personal information, please write to: The Chief Privacy Officer, at your local Heart and Stroke Foundation office, or through [www.heartandstroke.ca/privacy](http://www.heartandstroke.ca/privacy).