

CONTEST Rules

“#ELITEMyBestField”

1. BINDING RULE

Subject to applicable laws, these rules govern all aspects of the “#ELITEMyBestField” contest.

2. CONTEST DURATION, DATE & TIME LIMITS FOR PARTICIPATION

The contest starts on Thursday, June 1, 2017, at 00:01 a.m., and closes at 11:59 p.m. (Eastern Standard Time) on Thursday, November 30, 2017, as the date and time limits for participation.

3. ELIGIBILITY

All persons having reached the age of majority and domiciled in Canada can participate in the contest.

4. HOW TO PARTICIPATE

To participate in the “#ELITEMyBestField” contest, you must share a photo of your field of ELITE cash crops on social media with the “#ELITEMyBestField” hashtag as well as giving your consent for La Coop fédérée to use the photo for media, promotional and publicity purposes related to ELITE Seeds.

5. PRIZES

Two winners will be randomly drawn and each will receive a \$500 BMR gift card. This will total two gift cards with a total prize value of \$1,000.

In addition to this grand prize, the other participants will have the chance to be randomly selected to receive a cap with an image of the “#ELITEMyBestField” contest.

6. DRAWING

The name of the two winners will be randomly drawn, by computer, on December 1, 2017, at 10:00 a.m.

7. CLAIMING YOUR PRIZE

A representative of promotions at La Coop fédérée will get in touch with the winner by telephone within 48 working hours following the drawing for the prize. All persons declared a winner but cannot provide proof of residential address cannot under any circumstances claim their prize. In such a case, another draw will be held.

8. CONDITIONS FOR PRIZE ACCEPTANCE

The winner must accept the prize as described in the rules. The prizes are not redeemable for cash and are not exchangeable. The refusal to accept a prize releases La Coop fédérée, La Coop fédérée's business partners, the enterprise responsible for the website and all other companies connected to this promotion, from all obligations related to the prize.

9. PUBLICITY

The winner gives his or her consent that their name and photographs can be used for the purposes of publicity without any consideration other than the prize as described in these rules.

10. DISPUTES

A dispute regarding the organization or the implementation of a promotional contest can be submitted to the Régie des alcools, des courses, et des jeux for a decision to be rendered. A dispute regarding the awarding of a prize can be submitted to the Régie but only for an intervention in an attempt to resolve the issue.

10. OTHER

La Coop fédérée reserves the right, at its discretion, to terminate or withdraw from the “#ELITEMyBestField” contest at any time.

The rules for the “#ELITEMyBestField” contest are available on the blitz.coop website.

The organizer of this promotion, and other companies connected to the promotion, assume no responsibility of any kind or under any circumstances when their inability to act is the result of something or a situation that is beyond their control.

La Coop fédérée certifies that the information collected through the registration forms will be used for internal statistical purposes only. This being said, all the registration forms received become the property of La Coop fédérée. The only categories of people who will have access to this information will be those in the marketing and communication department, the website and, as the case may be, the advertising and promotion agencies.