

# CENTRAL CITY

## VALENTINE'S DAY SOCIAL MEDIA CONTEST

### OFFICIAL CONTEST RULES AND REGULATIONS

**NO PURCHASE NECESSARY.** Void where prohibited by law. The "Valentine's Day Social Media Contest" (the "Contest") runs from Tuesday, February 9, 2021 to 5:00pm PST Sunday, February 14, 2021. To be eligible for the Contest draw, entrants must 'Like' the contest posts on Central City's Facebook and Instagram, tag their special Valentine and ensure their Valentine follows Central City on Facebook or Instagram. Limit one entry per person on each of the following social media platforms: [www.facebook.com/centralcity](https://www.facebook.com/centralcity) and [www.instagram.com/centralcitysurrey](https://www.instagram.com/centralcitysurrey). Odds of being selected as a winner depend on the number of entries received by the Contest Producer (Surrey CC Properties Inc.).

#### HOW TO ENTER:

1. Online at [www.facebook.com/centralcity](https://www.facebook.com/centralcity). Like Central City's contest post on Facebook, tag your special Valentine and make sure they follow us too.
2. Online at [www.instagram.com/centralcitysurrey](https://www.instagram.com/centralcitysurrey). Like Central City's contest post on Instagram, tag your special Valentine and make sure they follow us too.
3. 10 x BONUS Entries: Repost in your story telling us what Central City store you'd like to spend your gift card at (make sure you tag us in your video).

The contest is open Tuesday, February 9, 2021 to 5:00pm PST Sunday, February 14, 2021. The Contest Producer respects all entrants' privacy and will not use the personal information submitted (including an entrant's name and nominee's name) for any purpose other than as specifically set out in these Official Contest Rules and Regulations. All entries become the property of the Contest Producer.

**ELIGIBILITY:** The Contest is open to all legal residents of British Columbia, aged 13 years and older. Contest is not open to Blackwood Partners Management Corporation employees or Central City Shopping Centre retail employees or their immediate family members (parents, siblings, children or spouse). Contestants must 'Like' the contest posts on Central City's Facebook and Instagram, tag a friend and comment on the posts for a chance to win. If a winner is 18 years of age or younger, the parent or legal guardian must consent and sign a waiver; the prize will be awarded directly to the parent.

**PRIZES:** The Contest Prizes include two (2) Valentine's Day gift baskets filled with goodies from Central City shops, plus a \$50 Central City gift card on each basket. Two (2) winners in total will be selected. The Contest Prizes cannot be redeemed for cash, transferred, assigned or substituted, except that the Contest Producer reserves the right to change or replace a prize with a prize of greater or comparable value.

The winners will be announced the week of February 15, 2021 by the Contest Producer. Entrants need not be present at Central City Shopping Centre to win. Winners will be contacted via Facebook and Instagram immediately following the draw. Three (3) attempts will be made to contact the winners. The winners must reply within a seven (7) day period. In the event that attempts to contact the winners are unsuccessful, an alternative entry will be selected at random. **To be declared a winner, entrants must first complete, sign and return a release form that will be sent to them via e-mail.** Contest winners must pick up their prize at Guest Services in the shopping centre.

**CONDITIONS OF PARTICIPATION:** By participating, entrants agree to these Official Contest Rules and Regulations and to the decisions of the Contest Producer, which shall be final and binding in all respects for all aspects of this promotion. By entering, all contestants release and agree to hold harmless Facebook, Instagram, Surrey CC Properties Inc., Blackwood Partners Management Corporation, PMP 2011 Nominee Ltd., any company affiliated with Blackwood Partners Management Corporation, any retailer or agency operating in Central City, and any of the respective directors, officers, employees and agents of all such parties (collectively, the "released parties") from and against any and all liability for any injuries, damages to persons (including death), damages to personal property or any other loss whatsoever (collectively "losses") caused directly or indirectly, in whole or in part, by the contestant's participation in the contest, including but not limited to Losses arising from: (a) the contestant's acceptance, use or misuse of any prize awarded in the Contest; (b) any act or omission made by any Released Party, third party (including any other Contestant) or the contestant himself/herself; (c) any latent or apparent defect or condition in any equipment or website used in the Contest including computer online systems, servers, access providers, computer equipment, software, telephone network including any injury or damage to an entrant's or other person's computer related to resulting from participating or downloading any material in the Contest; (d) any lost, misplaced, misdirected, illegible, incomplete, or damaged entries, or entries received after the Contest deadline; (e) any previous medical condition of the contestant; (e) the administration of any first-aid, medical or emergency treatment or other services rendered to the contestant; and/or (f) the consumption of food or drink by the contestant.

By entering, all Entrants acknowledge that the promotion is in no way sponsored, endorsed, or administered by, or associated with Facebook, Instagram, or Twitter.

By entering, all Entrants agree that they own rights to the Facebook and Instagram user content entered in the Contest, that they have the right to give the Contest Producer these rights, and that user content does not infringe on intellectual property, privacy, publicity, or other legal rights of any other party. Further, Entrants give the Contest Producer permission to reproduce, display, performer, distribute, and otherwise use this user content in connection with Central City's Facebook page, Instagram page, or Twitter page, the Contest, and for other related marketing purposes. Entrants acknowledge the Contest Producer may refuse to accept, display, or transmit user content for any reason.

The Contest winners will be required to sign a Declaration of Eligibility, Liability and Publicity Release (the "Declaration and Release"), confirming compliance with the Official Contest Rules and Regulations and acceptance one of the prizes as awarded, and allowing the publication of the name and photo of the Contest winners. This Declaration and Release will be available to the potential winners and sent via e-mail. Failure to comply with these Official Contest Rules and Regulations may cause the prize to be forfeited.

Failure to sign and return the Declaration and Release or to comply with any term or condition of these Official Contest Rules and Regulations may, at the sole discretion of Central City, result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to an alternate winner.

**GENERAL CONDITIONS:** The Contest Producer reserves the right to cancel, suspend, alter, or amend the Official Contest Rules and Regulations including, but not limited to changing the entry locations, methods, dates and/or times without prior notice or obligation. All entries become the property of the Contest Producer; personal information provided on the entry form will be used by the Contest Producer to administer the Contest. The Contest Producer's decision regarding the selection of contestants and any other matter relating to the conduct of this Contest is final and not subject to challenge or appeal. Winners, by acceptance of any prize, hereby grant (except where prohibited by law) permission to the Contest Producer to identify the winner's name, photograph and likeness as part of any promotion for the contest in perpetuity, without compensation in any form, in any and all media now known or hereafter devised.