



**Official Contest Rules  
No Purchase Necessary**

- 1. SPONSOR:** The “**RAM 1500 GIVEAWAY**” (the “Contest”) is conducted and sponsored by the Edmonton Sun, Alberta Chrysler, Jeep, Dodge, and Ram Dealers, and Northlands (herein referred to as “The Sponsors”).
- 2. CONTEST SCHEDULE:** This Contest commences at 12:00 a.m. Mountain Time on Sunday, October 14, 2012 and closes on Sunday, November 4, 2012 at 11:59 p.m. Mountain Time (the “Entry Period”). Entry Forms must be received before the contest closing time to be eligible for the draw (the “Draw Closing Time”). The draw for the Grand Prize will take place on Sunday, November 11, 2012 during intermission (time TBD) at the Canadian Finals Rodeo event at Rexall Place (the “Draw”).
- 3. NOTIFICATION:** The Sponsors will contact the selected entrants by telephone. A winner list will not be published. Two (2) selected entrants will be drawn from all online entries received on November 5, 2012. If the Sponsors are unable to contact any of the above mentioned qualifiers by 3:00 p.m. Mountain Time on Tuesday, November 6, 2012, the selected entrants will be disqualified and The Sponsors will draw, as replacements only, additional Entry Forms. Eight (8) additional qualifiers will be drawn (one per performance except for the Thursday night performance when three (3) will be drawn) at the Canadian Finals Rodeo by random seat draw. All qualifiers will be instructed to and must attend the grand finale draw at the Canadian Finals Rodeo event at Rexall Place on November 11, 2012 in order to be eligible. If the qualifiers cannot attend the grand finale draw on November 11, 2012, he/she will forfeit their status and The Sponsors will draw, as replacements only, additional Entry Forms.
- 4. HOW TO ENTER:** No purchase is necessary to enter this Contest. To submit an entry to the Contest, go to [edmontonsun.com/contest](http://edmontonsun.com/contest) where you will be re-directed to [www.wintheram.com](http://www.wintheram.com) to fill out the online entry form. Limit of one entry per person or e-mail address per household during the Entry Period. Entries received online shall be deemed to be submitted by the holder of the e-mail account. Multiple entries by the same person or from the same e-mail address or from the same person from different e-mail addresses shall result in disqualification. Deadline to enter online is Sunday, November 4, 2012 at 11:59 p.m. Mountain Time. Entries must be submitted no later than the end of the Entry Period. All Entries become the property of the Sponsors and will not be returned. Illegible, incomplete, late or garbled Entries will be disqualified. No Entries will be accepted by any other means, including but not limited to regular postal mail.
- 5. DRAW DETAILS:** If necessary, should the Prize be unclaimed, or should the Selected Entrant be unwilling, unable or ineligible to win the Prize as set out in these Official Rules, the Prize will be forfeited and The Sponsors shall have the right, but not the obligation, to draw, as replacements only, any additional Entry Form(s). Odds of winning depend on the number of eligible entries received. Selected Entrants and Winners must comply with these Official Rules.

All determinations of the Selected Entrants and the Winners by The Sponsors are final and binding. No communication with Entrants will be entered into except with Selected Entrants. All matters related to the Draws and the verification of the eligibility of the Selected Entrants shall be conducted

by The Sponsors, or by persons designated by The Sponsors, in their sole and absolute discretion. All decisions made by The Sponsors in this regard are final and binding and cannot be challenged.

**6. PRIZES:** The Grand Prize Winner will be awarded the following prize:

- (a) Prize: 2013 Ram 1500 Outdoorsman. including freight, block heater and applicable taxes. Approximate retail value of the grand prize is \$45,000 excluding GST.
- (b) All qualifiers will receive four (4) tickets for them and three (3) guests for the November, 11, 2012 Canadian Finals Rodeo performance to attend the grand finale draw. If they cannot attend, the qualifier status for the Grand Prize will be forfeited and The Sponsors will draw, as replacements only, additional Entry Forms.

The Grand Prize Winner is responsible for paying for all other expenses associated with the Prize including but not limited to the cost of vehicle registration, licenses, insurance and all other vehicle operation costs. Colour of the vehicle is subject to product availability. The Grand Prize will not include any options other than those options which come as standard on the particular model. The Grand Prize vehicle is not insured and neither the Contest Sponsor nor the participating dealers are responsible for arranging insurance nor are they responsible to award the Grand Prize should the winner not be eligible for insurance. Grand Prize winner must possess a valid driver's license. Once the Grand Prize winner is confirmed, the Grand Prize winner will make delivery arrangements with Alberta Chrysler, Jeep, Dodge, and Ram Dealers. The Grand Prize Winner understands that he or she may not seek reimbursement for any expenses associated with the Grand Prize from the Edmonton Sun, Sun Media Corporation, The Sponsors or any of their respective affiliates and their advertising and promotional agencies.

The Prize is not transferable and must be accepted as awarded with no substitutions, except at The Sponsor's sole discretion. No prize is redeemable for cash and no substitute for any portion of any prize is offered. Should any prize winner be unable to claim any prize as awarded, his or her entry will be forfeited and another eligible Contest entrant will be selected in accordance with these Contest Rules and Regulations. The selected qualifiers for the tickets to the Canadian Finals Rodeo are responsible for all expenses involved in attending the event.

In the event that, for reasons beyond their control and not related to a winner, the Contest Sponsors are unable to award a prize (or part of the prize) as described in the Contest Rules herein, they reserve the right to substitute a prize (or part of a prize) of similar nature and of equal value, or, at their sole discretion, the cash value of the prize (or part of the prize). The Sponsors will not be responsible, however, if weather conditions or other factors beyond the Sponsor's reasonable control prevent the Prize from being fulfilled. In any such event, a winner will not be provided with a substitute prize or cash equivalent. The Grand Prize will only be granted to the verified winner.

**7. ELIGIBILITY:** To be eligible, you must be eighteen (18) years of age or older and a resident of Alberta (an "Eligible Entrant"). You must possess a valid driver's license and be insurable. You are not eligible if, during the Entry Period, you are an employee of the Edmonton Sun, Sun Media Corporation, Northlands, Chrysler Canada Inc. any of its subsidiaries or dealers, or a member of the immediate family (defined as mother, father, brother, sisters, sons, daughters and husband or wife, regardless of where they reside) or household of any of the above persons, All decisions regarding eligibility to enter this Contest will be determined by the Sponsors in their sole discretion. This Contest is void where prohibited by law.

**8. DECLARATION OF WINNERS:**

The Selected Entrant including the Grand Prize Winner will not be declared a Winner until:

- (a) The Sponsors have determined that the Selected Entrant is an Eligible Entrant pursuant to these Official Rules;

- (b) The Selected Entrant correctly answers a skill testing question as set out in these Official Rules;
- (c) The Selected Entrant executes a liability/publicity release and waiver in the form provided by The Sponsors.

- 9. SKILL TESTING QUESTION:** To win a Prize, each Selected Entrant must correctly answer unaided, the mathematical, time-limited, skill-testing question printed on the Entry Form.
- 10. CONTEST MODIFICATION OR CANCELLATION:** The Sponsors reserve the right, without prior notice and at any time, to terminate the Contest, in whole or in part, or modify, suspend or extend the Contest in any way, if they determine, in their sole discretion, that the Contest is impaired or corrupted or is not capable of running as originally planned for any reason or that fraud or technical problems, failures or malfunctions (including without limitation, computer viruses, glitches or printing or production errors) have destroyed or severely undermined the proper conduct, integrity, and/or feasibility of the Contest. In the event the Sponsors are prevented from continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic or health crisis or other issues, earthquake, explosion, labour dispute or strike, act of God or public enemy, riot or civil disturbance, terrorist threat or activity, war or any federal, provincial or local government law, order, or regulation, public health crisis, the order of any court or jurisdiction, or by any other cause not reasonably within the Sponsor's control (each a "Force Majeure" event), then subject to any governmental approval which may be required, The Sponsors shall have the right to modify, suspend, extend or terminate the Contest.
- 11. PARTICIPATION:** Participation in this Contest constitutes an agreement by each Eligible Entrant to comply with these Official Rules.
- 12. DISQUALIFICATION:** It is each Eligible Entrant's responsibility to ensure that he/she has complied in full with all of the conditions and requirements contained in these Official Rules. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines their Prize for any reason prior to award, such potential winner will be disqualified and, in the Sponsor's sole discretion, an alternate winner may be selected. No mechanically reproduced, illegible, incomplete, forged, robotic or other automated multiple entries will be accepted. The Sponsors reserve the right, in their sole discretion, to disqualify any individual who is found to be tampering or attempting to tamper with the entry process or the operation of the Contest; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of this Contest, or to annoy, abuse, threaten or harass any other person. The Sponsors reserve the right to seek damages and other remedies from any such person to the fullest extent permitted by law.
- 13. RELEASE AND INDEMNIFICATION:** By entering the Contest, each Eligible Entrant: (a) releases and agrees to hold the Edmonton Sun, Sun Media Corporation, the Sponsors and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents harmless from and against any and all costs, injuries, losses or damages of any kind, including, without limitation, bodily injury and property damage, or any other damage or loss, due in whole or in part, directly or indirectly, to participation in this Contest, any Contest related activity, or from acceptance, possession, use or misuse of any Prize, or participation in any Prize related activity; and (b) agrees to fully indemnify the Edmonton Sun, Sun Media Corporation, the Sponsors and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to the Prize including, without limitation, death, and personal or property damage or injury.
- 14. LIMITATION OF LIABILITY:** The Sponsors assume no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected or incomplete Entry Forms responses or replies, which may be judged void, any notifications, or for any computer, telephone, hardware, software or technical malfunctions that may occur. The Sponsors assume no responsibility for any theft or destruction or unauthorized access to, or alteration of, Entry Forms. The Sponsors are not responsible for any injury or damage to entry forms in this Contest.

- 15. PUBLICITY RELEASE:** By entering this Contest, each Eligible Entrant whose Entry Form is drawn hereby agrees and grants to the Sponsors, without further compensation, the unrestricted right, but not the obligation, to the use his/her name, picture, portrait, likeness, voice, along with his/her address (City and Province) and any statements made by or attributed to such Eligible Entrant in any and all media, now known or hereafter devised, without notice, review or approval, in perpetuity and throughout the universe, for advertising and promotional purposes in connection with the Contest and other promotions, without further notice or compensation and releases the Sponsors from any liability with respect thereto. Edmonton Sun and the Alberta Chrysler, Jeep, Dodge, and Ram Dealers reserve the right to use any and all information related to the Contest, including information on contestants obtained through the contest, for marketing purposes or any other purpose, unless prohibited by law.
- 16. OFFICIAL RULES AND LAWS:** These are the official Contest rules (the “Official Rules”). This Contest is subject to all federal, provincial and municipal laws and regulations. These Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. These Official Rules, as amended from time to time, will be posted online at [www.wintheram.com](http://www.wintheram.com). The Contest and all of the related pages, contents and code are copyright of the Edmonton Sun. Copying or unauthorized use of any copyrighted materials, trademarks or any other intellectual property without the express written consent of its owner is strictly prohibited.
- 17. CONSTRUCTION:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Official Rules. Headings and captions are used in these Official Rules solely for ease of reference, and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof. These Official Rules cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsors. Employees of the Sponsors are not authorized to modify, amend or waive these Contest Rules.
- 18. PRIVACY:** By entering the Contest, Entrant(s) agree to the Edmonton Sun’s use of Entrant(s) personal information for the purpose of administering this Contest and pursuant to the Edmonton Sun’s Privacy Policy available at: [edmontonsun.com/privacy](http://edmontonsun.com/privacy)
- 19. WWW.WINWITHRAM.COM** and the Edmonton Sun are not responsible for Internet crashes or slowdowns caused by network congestion, viruses, sabotage, satellite failures, phone line failures, electrical outages, natural disasters or acts of man or God.