

Junior Artist Contest

Enter for a chance to win a virtual class visit from children's author/illustrator Rob Biddulph and \$500 to purchase art supplies for your classroom!

Grain Farmers of Ontario has partnered with the Canada Agriculture and Food Museum to encourage teachers and students in Ontario to be part of our *Junior Artist Contest* featuring artwork inspired by author/illustrator Rob Biddulph.

All submissions will be entered into a draw for the grand prize of an artist/author virtual classroom visit and a \$500 gift card to purchase art supplies for the classroom (draw on May 17). The winning classroom will be able to decide what Rob draws and will receive one-on-one tips from the author on how to write really fun stories (approx. retail value \$800). Additional prizes include two chances to win a set of 5 books for your school library (approx. retail value \$100) and each week between March 30, 2021 and May 16th, 2021 one submission will be chosen at random to win a \$50 CAD gift card (total of six weekly prizes with approx. retail value of \$50 each)!

The *Draw with Rob* series features three draw-along videos - [Magic Beans](#) (for nutrition month), [Wiggly Worm](#) (for earth day), and the [Tractor](#) (just in time for spring crop planting in Ontario!). Educator resources are available for each video that provides additional art activities and classroom activities related to encouraging artistic expression and experimentation with the three themes of **plant growth, soil health and farm technology and coding**. These guides can be downloaded for free from www.goodineverygrain.ca/draw-with-rob.

Between March 30, 2021 and May 16, 2021, teachers can submit a photo of their students' artwork, to be entered in our *Junior Artist Contest*. Teachers must take a picture of their classroom's Draw with Rob inspired artwork, and post it to their Twitter, Facebook or Instagram. **They must tag @GoodinGrain (Twitter), @GoodinEveryGrain (Facebook and Instagram), include the name of their school, and use hashtag #DrawWithRobCanada in their post.**

Odds of winning depend on the number of eligible entries received. A mathematical skill-testing question must be answered correctly to win.

For more information on this contest, the complete contest rules, and to download educational and fun resource packages, please visit www.goodineverygrain.ca/draw-with-rob.

Please feel free to share this information with your colleagues and teaching networks.

Thank you for your participation,

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JUNIOR ARTIST CONTEST RULES & REGULATIONS

The Junior Artist Contest (the “**Contest**”) is offered and administered by Grain Farmers of Ontario (the “**Sponsor**”), in partnership with the Canada Agriculture and Food Museum. The Contest runs from 12:01 am Eastern Time (“**ET**”) on March 30, 2021 to 11:59 pm ET on May 16, 2021 (the “**Contest Period**”).

By entering this Contest, entrants automatically agree to comply with these Contest Rules and Regulations (the “**Rules**”). All decisions of the Sponsor with respect to any aspect of this Contest, including, without limitation, the eligibility of entrants, are final and binding in all matters as they relate to this Contest. The Sponsor reserves the right, in its sole discretion, to reject any entry that the Sponsor deems not to comply with these Rules.

1. **ELIGIBILITY:** The Contest is open to Canadian residents who, at the time of entry, have reached the age of majority in their province or territory of residence, hold the position of teacher or principal at an elementary school located in the Province of Ontario (including remote learning and home schools), and hold an active Facebook, Twitter or Instagram account. The following persons are not eligible to enter or to win: (i) residents of the Province of Quebec, (ii) employees, mandataries, agents and representatives of the Sponsor, the Canada Agriculture and Food Museum, their respective affiliated companies and advertising, promotion or other agencies (collectively, the “**Contest Entities**”); as well as (iii) members of the immediate family of the aforementioned employees, mandataries, agents and representatives and persons with whom such employees, mandataries, agents or representatives are domiciled. “Members of the immediate family” are defined as parents, siblings, children or spouse.

2. **HOW TO ENTER – NO PURCHASE NECESSARY:** To enter the Contest, each eligible entrant must complete the following steps during the Contest Period, subject to the conditions set out below: (i) post one (1) photo of his/her students’ “Draw with Rob” inspired artwork on Facebook, Twitter or Instagram; (ii) mention, in the post, the name of the entrant’s elementary school and the municipality in which the school is located; (iii) either use the handle @GoodinEveryGrain (Instagram) or @GoodinGrain (Twitter) or tag @GoodinEveryGrain in the Facebook post; and (v) use the following hashtag when posting the photo: #DrawWithRobCanada. Entrants using Facebook to enter must ensure that their profile is public, and not private. All entries must be posted during the Contest Period. For the purposes of this Contest, the entrant is the person who is the holder of the Facebook, Twitter or Instagram account used to enter the Contest. It is this person to whom the prize will be awarded if selected and declared a winner. There is a limit of one (1) entry per entrant per classroom.

Each submitted photo:

- a) must feature the artwork of the entrant’s students related to plant growth, soil health or farm technology related to videos or activities;
- b) must be the entrant’s students own original work, and the entrant must have all the rights necessary to submit, post and publish the content, and to grant the license described below to the Sponsor, and to waive his/her moral rights therein to the Sponsor;

- c) must use a digital camera or smartphone, at the highest resolution;
- d) must adhere to the Terms of Use of the social media platform, on which the photo is submitted;
- e) must not, in the sole and unfettered discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content;
- f) must be submitted only once;
- g) must not contain or reference any names (other than the first name of students), products or services or any company or entity or any third-party copyrights, trademarks, logos, trade dress or promotion of any brand, product, or service (other than as owned by the entrant);
- h) must not contain any material that could violate or infringe upon the rights of any person or entity, including without limitation, copyrights, trademarks or rights or privacy or publicity, or that is defamatory, threatening, indecent, obscene or offensive or that is unlawful, in violation of or contrary to, any applicable laws or regulations, or which requires a license from any third party; and
- i) must not disparage or cast a negative light on any person, entity, or brand, product or service.

Each entrant must have obtained, prior to submission, the express consent of the principal of the entrant's school to submit the photo. In addition, each entrant must have obtained, prior to submission, the express consent of any identifiable persons referenced or visible in the photo to their persona being used therein and as set out in these Rules, including the Sponsor's right to use the photo for any future commercial purpose without restrictions. Upon request, the entrant will obtain written consent of any such persons for Sponsor in the form identified by Sponsor.

Photos are subject to the approval of the Sponsor and must satisfy all the requirements set out above. Photos that do not satisfy the above requirements (or that are otherwise considered inappropriate in the sole and unfettered discretion of the Sponsor) will be void and ineligible as an entry into the Contest.

The Sponsor and the Canada Agriculture and Food Museum may, in their sole discretion, each elect to use, in whole or in part, any photo entered into this Contest for the purpose of administration of this Contest and for their own current and future advertising and/or promotional activities, in any media now known or later developed (including, without limitation, social media), without further compensation, notification or permission.

By entering, entrants grant to the Sponsor and the Canada Agriculture and Food Museum a perpetual, irrevocable, exclusive, worldwide, royalty-free, sub-licensable, freely assignable license to reproduce, use, exploit, copy, modify, adapt, edit, publish, create derivatives works from, and display any or part of his/her photo, his/her entry, as well as his/her name, voice, biographical information, prize information and/or statements about the Contest, the prize and other information provided as part of the entry, in any form, manner, venue, media or technology now known or later developed for any and all purposes, including, without limitation, for posting on its social media pages for purposes of this Contest and for purposes of trade, advertising, and promotion, as the Sponsor and the Canada Agriculture and Food Museum, and their respective licensees or assignees determine, without further compensation, notification or permission. Further, by entering, entrants

hereby waive any moral rights they may have in the photo and the entry in favor of the Sponsor and the Canada Agriculture and Food Museum.

3. **PRIZES:** There is one (1) Grand Prize available to be won. The Grand Prize consists of a forty-five (45) minute virtual class or school visit from the children's author and illustrator, Rob Biddulph, and a five hundred dollar (\$500) gift card to purchase art supplies for the entrant's classroom; approximate retail value of eight hundred dollars (\$800). The virtual class is available in French or English; the French virtual class will include a live French translator with Rob Biddulph. The winner of the Grand Prize must schedule the virtual class or school visit on or before June 30, 2021; the time and date subject to Rob Biddulph's availability. There are two (2) monthly prizes available to be won. Each monthly prize consists of five (5) books for the entrant's classroom or his/her school's library, to be selected by the Sponsor; approximate retail value of one hundred dollars (\$100). In addition, there are six (6) weekly prizes available to be won. Each weekly prize consists of a fifty dollar (\$50) gift card. Total value of all prizes offered: one thousand three hundred dollars (\$1,300).

The prize must be accepted as awarded without substitution, is not transferable or redeemable for cash, and is not for resale. What is not expressly included in the description of the prize above is expressly excluded. The Sponsor reserves the right, in its sole discretion, to substitute another prize or component of the prize (or cash equivalent) of equal or greater value without liability in the event that a prize or any component of a prize cannot be awarded as described for any reason. In the event that the winner is unable to redeem any or all of the prize components due to reasons beyond the control of the Sponsors, no cash alternative or other compensation or substitution will be provided. In no event shall the Sponsor be held to award more prizes than what is mentioned in these Rules or to award prizes otherwise than in compliance with these Rules.

4. **POTENTIAL WINNER SELECTION AND NOTIFICATION PROCESS (RANDOM DRAW):** **Weekly prize draws:** One (1) entry will be selected, by random draw conducted by the Sponsor, on or around each of the following dates, from among all entries received prior to such dates: April 6, April 12, April 19, April 26, May 3, and May 10, 2021, respectively. **Monthly prize draws:** One (1) entry will be selected, by random draw conducted by the Sponsor, on or around each of the following dates, from among all entries received prior to such dates: April 14 and May 5, 2021, respectively. **Grand Prize draw:** One (1) entry will be selected, by random draw conducted by the Sponsor, on or around May 17, 2021, from among all entries received during the Contest Period. Entries selected for a weekly or monthly prize are not eligible for other weekly or monthly prizes, but they are still eligible for the Grand Prize draw.

The Sponsor has the right to refuse to award a prize to anyone whom it reasonably believes has not complied with these Rules. Odds of being selected depend upon the total number of eligible entries received before each aforementioned draw date. Attempts will be made by representatives of the Sponsor to the potential winner by email within forty-eight (48) hours of the draw. If the selected winner cannot be contacted by email (or fails to respond to any email message left for him/her or such message is returned as undeliverable) within forty-eight (48) hours following the initial attempt by the Sponsor, that selected winner will be disqualified from the Contest and the Sponsor may, at its sole and absolute discretion, select another potential winner, whom the Sponsor or its representatives shall attempt to contact, and who shall in turn be subject to disqualification.

The process noted above will be repeated until a selected entrant is contacted or there are no more eligible entries, whichever comes first. The Sponsor has the right to refuse to award the prize to anyone whom it reasonably believes has broken any of these Rules.

Before, and as a condition of, being declared a winner and being awarded a prize, the potential winner may be asked to: (1) provide proof of identity and eligibility, upon request, (2) correctly answer, without assistance of any kind, whether mechanical or otherwise, the mathematical skill-testing question on the declaration and release form, (3) complete, sign and return to the Sponsor a declaration and release form which releases the shareholders, directors, officers, employees, representatives and agents of the Contest Entities as well as their respective successors and assigns (collectively, the “**Released Parties**”) from any liability arising from the Contest or the prize being awarded (the “**Declaration and Release Form**”), and (4) obtain the completion, signature and return of a declaration and release form from the parent or legal guardian of any student whose artwork the Sponsor wishes to use, which releases the Released Parties from any liability arising from the Contest. The Declaration and Release Form must be returned within the time period specified on the Declaration and Release Form or the prize may be forfeited. The Sponsor will contact the winner within two (2) days of receipt of the signed Declaration and Release Form to arrange for delivery of the prize.

By participating, entrants agree to release, discharge, indemnify and hold harmless the Released Parties, Facebook, Instagram and any other social media platform where this Contest may be promoted from and against any and all claims, causes of action, demands, loss, injury, damage or liability whatsoever which may arise or occur in connection with or as a result of: (i) the acceptance, possession, use or misuse of a prize or component thereof, (ii) administration of the Contest or (iii) participation in this Contest or any related activity.

5. LIMITATION OF LIABILITY: To the extent allowed by applicable law, the Contest Entities shall not be responsible or liable for, and hereby released from, any and all costs, expenses, injuries, losses or damages of any kind whatsoever, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, from: (i) participation in the Contest or any Contest-related activity, and acceptance, use or misuse of the prize or any component thereof, (ii) incomplete, lost, stolen, delayed, late, damaged or misdirected entries, (iii) any human, typographical or other error in the printing of any Contest-related materials, the administration of the Contest or the announcement of a prize, including any incorrect or inaccurate capture of information, or the failure to capture any information, (iv) any computer virus, bugs, tampering, unauthorized intervention or fraud, (v) any failure of the Instagram, Facebook or Twitter social media platforms during the Contest Period, (vi) any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, hardware, software, delay or failure of any email or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including, without limitation, any injury or damage to an entrant’s or any other person’s computer related to or resulting from accessing the Site or entering or attempting to enter the Contest. Entries are subject to verification and will be disqualified if the number of entries submitted exceeds the limit set out in these Rules or if entries are incomplete, illegible, reproduced, mutilated, forged, falsified, submitted by or via third parties, altered or tampered with in any way. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek

remedies and damages to the fullest extent permitted by law, including criminal prosecution. The Sponsor shall assume no liability whatsoever for any situation in which its inability to act results from an event or situation unforeseeable or beyond its control, including but not limited to force majeure, a strike, lockout, or any other labour dispute.

6. **THIRD PARTIES:** This Contest is in no way sponsored, endorsed or administered by, or associated with, any provincial liquor boards or Facebook, Instagram, Twitter or any other social media platform where this Contest may be promoted. By participating, entrants understand that they are providing their information to the Sponsor and not to Facebook, Twitter, Instagram or any other social media platform and that the latter have no liability for any element of this Contest.

7. **MODIFICATION, TERMINATION OR SUSPENSION OF CONTEST:** The Sponsor reserves the right, at its sole discretion, and without notice, to disqualify any entry, or to modify, terminate, or suspend this Contest and these Rules for any reason whatsoever, including, without limitation, if any non-authorized human intervention, action of entrant(s), or other cause corrupts or impairs the administration, security, fairness, or proper play of the Contest.

8. **GOVERNING LAW & VENUE:** This Contest and any disputes relating thereto are governed by the laws of the Province of Ontario and the laws of Canada applicable therein, without regard to principles of conflicts of laws, and by entering entrants consent to the exclusive jurisdiction of the federal and provincial courts in the District of Toronto, Ontario., for resolution of any disputes relating to this Contest and waive any objection thereto to the extent allowed by applicable law.

9. **DISCREPANCY:** In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to print or online advertising, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

10. **PRIVACY:** Personal information collected from entrants will be used by the Sponsor for the purpose of administering this Contest. By entering the Contest, entrants consent to the collection, use and disclosure of their personal information by the Sponsor, as set out in these Rules and as set out in its Privacy Policy located at <https://gfo.ca/privacy-policy/>

11. **PUBLICITY.** Entry in this Contest and/or acceptance of a prize constitutes permission for the Sponsor, the Canada Agriculture and Food Museum and their respective agents to use the winner's name, voice, biographical information, statements, photographs and likeness and his/her participation in the Contest as well as the name of his/her school and the municipality in which it is located, for purposes of advertising, promotion and publicity in any and all media, now or hereafter known, throughout the world, in perpetuity, without further compensation, notification, or permission, unless prohibited by law.

12. **WINNERS' NAMES.** The name of the winners as well as the name and municipality in which their school is located may be obtained for three months after the end of the Contest Period by emailing web@gfo.ca.

13. **SPONSOR:** The Sponsor may be contacted by e-mail at web@gfo.ca.