

JUMP ROPE FOR HEART & HOOPS FOR HEART FUNDRAISING REWARDS ONLINE PROMOTION PROMOTION RULES

HOW TO ENTER

1. The promotion starts at 12:01 am ET on September 5, 2011 and ends at midnight ET on August 6, 2012 (the "Promotion Period").
2. The "Jump Rope For Heart/Hoops for Heart Fundraising Rewards Promotion" (the "Promotion") is sponsored by the Heart and Stroke Foundation of Ontario (the "Sponsor"). No purchase is necessary to enter the Promotion. All registered participants in the Sponsor's Jump Rope for Heart/Hoops for Heart events (each an "Event"), who fundraise at the Level 4 or higher will receive a PIN ticket with their thank you prize kit after they participate in the Event. Once you have your PIN ticket, register for the Promotion online at: www.jumpropeforheart.ca (the "Jump Rope for Heart Site"). Entrants will be asked to provide the PIN and provide their personal information and answer a mathematical skill testing question in order to be eligible for the Promotion.
3. To opt out of the Promotion, participants in the Event can send an e-mail to with this request to jumprope@hsf.on.ca.

ELIGIBILITY

4. The Promotion is open to all participants in the Event who fundraise online and/or offline at Level 4 or higher (Level 4 is attained by fundraising from \$85 to \$124 online).
5. The Promotion is open to residents of Canada except for employees of Sponsor, its prize suppliers and their respective advertising and promotional agencies associated with the Promotion, and persons with whom they are domiciled.
6. For any participants who are under the age of majority in their province of residence, a parent or guardian must consent and agree to these Promotion Rules.

THE PRIZES

7. There will be ten (10) prizes (each a "Prize") awarded, one for each participating Heart and Stroke Foundation provincial and territorial offices that are offering the Event: (1) B.C./Yukon, (2) Alberta, (3) Northwest Territories/Nunavut, (4) Saskatchewan, (5) Manitoba, (6) Ontario, (7) Quebec, (8) New Brunswick, (9) Nova Scotia, and (10) Newfoundland and Labrador (each a "Prize Jurisdiction").
8. Each Prize consists of one (1) Xbox 360 4GB console with Kinect. The Xbox 360 4GB console comes with a built-in Wi-Fi, a black wireless controller, a standard definition composite A/V cable, a Kinect Sensor, and the Kinect Adventures games. Approximate retail value: \$299.99. The Sponsor reserves the right, in its sole discretion, to substitute any of the Prizes for prizes of equal or greater value. Prizes are not redeemable for cash value.
9. The Sponsor, its prize supplier, its dealers and their respective advertising and promotional agencies associated with the Promotion shall not be responsible for any assembly, insurance or maintenance of the Prizes, and assume no responsibility for injury or death related to the acceptance or use of any Prize.

ODDS OF WINNING

10. The odds of winning a Prize in the Promotion depend upon the number of eligible participants in the Promotion who fundraise at Level 4 or higher in a particular Prize Jurisdiction during the Promotion Period.

DRAWS

11. The draws for the Prizes will be held during regular business hours on Tuesday August 7, 2012 by the Sponsor or its agent at offices in Toronto, Ontario. There will be one draw for a Prize from among all eligible entrants from each of the 10 (10) Prize Jurisdictions. The selected entrants whose names are drawn for each Prize Jurisdiction will be contacted by telephone or e-mail during business hours during the calendar week after the draw, until the end of the Sponsor's business hours on August 27, 2012.
12. Before being declared a Winner, each of the selected entrants will be required to sign the Declaration and Release, confirming compliance with these Promotion rules, acceptance of the Prize as awarded and releasing the Sponsor and its prize supplier from all liability. For each selected entrant under the age of majority in his/her province of residence, a parent or guardian must sign the necessary Declaration and Release. If any selected entrant cannot confirm eligibility, does not sign the Declaration and Release, or cannot be contacted by the end of the business day on August 27, 2012, that entrant will be disqualified and another entrant will be selected by random draw. The process will be repeated as necessary until all the Winners have been selected. All of the Prizes will be distributed to the Winners within 4 to 6 weeks following the end of the Promotion Period.
13. By entering the Promotion, entrants agree to be bound by these Promotion Rules. Each entrant also agrees that, if he or she is declared a Winner, the Sponsor may use his/her name, city of residence and/or photograph, without compensation, in any future publicity in connection with the Promotion and the Sponsor's related fund-raising activities.
14. By entering the Promotion, entrants consent to the Sponsor's collection, use and disclosure of their personal information, as the Sponsor deems necessary, to facilitate the administration of the Promotion, contacting selected entrants, awarding and delivering the prizes to the Winners and promoting the Promotion and the Sponsor's related fund-raising activities. See section 18 below for more information on the Sponsor's Privacy Policy.

GENERAL PROVISIONS

15. The Sponsor assumes no responsibility or liability for lost, late, incomplete or misdirected Promotion entries, for any error, omission, interruption, defect or delay in computer systems used to enter the Promotion, for any other communications with Promotion entrants, and is not responsible for any incorrect or inaccurate information submitted to the Jump Rope for Heart Site. The Sponsor assumes no liability for any loss or damage, in the event that the Promotion is modified or terminated for any reason.
16. These are the official Promotion Rules. In the event of any discrepancy or inconsistency in any descriptions or statements about the Jump Rope for Heart/Hoops for Heart Events and the Promotion, these Promotion Rules govern. The Promotion is deemed to be held in the province of Ontario and is subject to Ontario law and federal law applicable therein. The Promotion Rules are subject to change without notice. Sponsor reserves the sole right to terminate the Promotion, in whole or in part, or to modify, amend or suspend the Promotion in any way, at any time, for any reason and without prior notice. Any such changes will be posted on the Jump Rope for Heart Site. Sponsor reserves the right to disqualify any entrant deemed, in the sole discretion of the Sponsor, to have failed to comply with these Promotion Rules, to be tampering with, or attempting to tamper with the Promotion or the Jump Rope for Heart Site.
17. For residents of the province of Quebec: Subject to the jurisdiction of the Régie des alcools, des courses et des jeux (the "Régie"), Sponsor reserves the right to terminate, suspend or modify the Promotion. In the event of any discrepancy or inconsistency, between the English-language version and the French language version of these Promotion Rules, the English version shall prevail and govern. Any litigation respecting the conduct or organization of the Promotion may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
18. 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.