



Alberta Farmers' Market Association Alberta Local Food Week Instagram/Facebook Contest Rules & Regulations

Contest Period

1. Alberta Local Food Week Instagram Contest (the "Contest") starts at 11:00:00 a.m. on Tuesday, July 21, 2020 (the "Contest Start Date") and ends at 11:59 pm on Sunday, August 16, 2020 (the "Contest Period"). All times listed are in Mountain Standard Time ("MST").

Eligibility

2. The Contest is open to all legal residents of Alberta, who are over the age of 18 (the "Entrant") at the Contest Start Date. The Contest is not open to employees of the Alberta Farmers' Market Association (the "Sponsor") its parent and affiliated companies, representatives, dealers and agents, contest suppliers and judges, those with whom they are domiciled and members of their immediate families regardless of where they reside. For these rules, "immediate family" means mother, father, sister, brother, son, daughter and spouse.

How to Enter

3. No Purchase Necessary. To participate in the Contest, you must have an Instagram account and proceed as follows. Download Instagram or Facebook for iPhone or iPad from the App store or for Android from Google Play. Follow the instructions on how to create your account. There are no fees associated with the creation of an Instagram or Facebook accounts. Once you have created your account, follow @instaafma on Instagram or @albertafarmersmarket on Facebook.

4. The photo must be a photo taken of creations made with products purchased at an Approved Alberta Farmers' Market.

5. To enter, post a photo on your Instagram or Facebook feed during the Contest Period and include a brief description, the hashtag #ablocalfood, and tag @instaafma on Instagram or @albertafarmersmarket on Facebook and the farmers' market and the applicable vendors and to receive one (1) entry into the draw. All photos posted are eligible to win. There is no maximum number of entries. Each photo entry must comply with the Photo Entry Rules set out below. **All entries from eligible entrants posted during the Contest Period will be eligible for the prizes.** Only eligible entries can be confirmed winners.

Photo Entry Rules

6. Your photo entry must:

- a. be posted directly to your Instagram feed and include the designated hashtags (#ablocalfood), a description, and tag @instaafma on Instagram or @albertafarmersmarket on Facebook and the applicable farmers' market and vendors;
- b. be your original creation, and be a photograph taken solely by you. Reproducing, modifying, enhancing or altering a third party's pre-existing work does not qualify as your original creation;
- c. be a photo that represents a creation or receipt from purchases at an Approved Alberta Farmers' Market 2020;



- d. not violate the rights of any third party, including, but not limited to copyright. For example, your photo entry must not defame, infringe or violate publicity or privacy rights of any person, living or deceased, or otherwise infringe upon any person's, entity's or organization's personal or proprietary rights, including but not limited to, intellectual property rights;
 - e. not have been published previously, used commercially, submitted to another competition or contest, or won any other award;
 - f. be in "good taste" and in keeping Alberta Farmers' Market Association's (and participating businesses) brand image and must not be explicit or offensive, as determined by the Alberta Farmers' Market Association, in its sole and absolute discretion;
 - g. not contain any commercial content that promotes any product or service;
 - h. not be false, inaccurate or misleading;
 - i. not violate any law or regulation;
 - j. not be libelous, threatening or harassing;
 - k. not instigate others to commit illegal activities or violate human rights; and
 - l. not contain any viruses, worms, or other interfering computer programming.
7. You must warrant that your photo entry meets the Photo Entry Rules, set out above. The Alberta Farmers' Market Association reserves the right to deem ineligible and exclude from the Contest any photo entry that the Alberta Farmers' Market Association, in its sole and absolute discretion, determines does not meet the Photo Entry Rules.
8. Your right to submit a photo entry must not be restricted in any way. You must be able to provide legal releases for use of your photo entry by Alberta Farmers' Market Association in any format, and materials related to the Contest, including in relation to any third party's name, likenesses or work ("Third Party Elements") included in your photo entry. All Instagram or Facebook photos or tweets posted using the hashtags associated with this contest, as well as similar derivatives of the hashtags, will be pulled into the Sponsor's website, and may be reposted in their various social media accounts. Hashtags considered to be associated with this contest include: #ablocalfood.



9. The Sponsor's right to use photo entry: You acknowledge that your photo entries will immediately appear in your Instagram feed after they are posted and may appear in other electronic and print materials related to the Contest, including promotional materials. By posting a photo using the designated contest hashtag and @instaafma's or @albertafarmersmarket's usernames, you irrevocably, perpetually, and without limitation, grant the Alberta Farmers' Market Association's the right to use, publish, adapt, sub---license, edit, dispose of, and/or modify such photo entry and the concepts and Third Party Elements embodied therein in any way, in commerce, and in any and all media worldwide in electronic and print materials related to the Contest, and waive all your rights, including moral rights, in the photo entry, without notice or compensation, and agree that you may be required to sign a release to that effect.

10. You acknowledge that the Alberta Farmers' Market Association may share your photo within its website, consumer emails, Facebook account, Twitter account, or Instagram feed for the purposes of promoting Alberta's Farmers' Markets and businesses within.

11. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise, illicit means to enter the contest, or any other methods not authorized by these Contest Rules, for example, but not limited to, creating multiple Instagram accounts, shall be deemed as tampering and may disqualify you from entering, participating, winning prizes (defined herein), and preclude you from participating in future contests and promotions, at the sole discretion of Indigo. Entries that are late, lost, stolen, illegible, contain false information, are damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular or that do not conform with or satisfy any or all of the conditions these rules will be judged void. All entries become the property of Alberta Farmers' Market Association upon receipt and none will be returned. Proof of transmission (screenshots or captures, etc.) does not constitute proof of receipt.

Prizes

12. There will be three (3) Prizes of cash which will be distributed via etransfer. The first place winner will receive \$100. The second place winner will receive \$50. The third place winner will receive \$25.

13. The Prize winners will be selected from all eligible photos submitted during the Contest Period.

14. The Prize must be accepted as awarded, is non-refundable, non-transferrable, cannot be replaced if lost or stolen. The Sponsor reserves the right, in its sole discretion, to substitute a Prize for a prize of equal or greater value if the Prize cannot be awarded as described for any reason.

15. Odds of winning depend on the total number of eligible entries received during the Contest Period.