



**siggi's - You Could Win a \$15,000 Trip to Iceland  
CONTEST OFFICIAL RULES AND REGULATIONS ("OFFICIAL RULES")  
NO PURCHASE NECESSARY.**

"You Could Win a \$15,000 Trip to Iceland" Contest (the "Contest") is sponsored by Lactalis Canada Inc. (the "Sponsor"). The Contest starts on Sunday, January 1st, 2023, at 12:00:01 a.m. (ET), (the "Contest Opening Date"). The Contest closes on Wednesday, March 15, 2023, at 11:59 p.m. (ET) (the "Contest Closing Date"). The "Contest Period" runs from the Contest Opening Date to the Contest Closing Date.

## **1. ELIGIBILITY**

The Contest is open to all individuals who are residents of Canada and located in Canada at the time of entry, except individuals residing in the province of Quebec who are under the age of thirteen (13). Subject to the age limitation provided above, entrants who are under the age of majority in their province of residence at the date of entry are still eligible to enter the Contest and potentially win the Prize provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions hereof for and on behalf of such entrant and completes the required Declaration and Release Form (as further outlined below). Each entrant who is under the age of majority will be required to provide the contact email address and telephone number of their parent or legal guardian upon entry.

The Contest is not open to the Sponsor or its parents, related and affiliated companies, advertising and promotional agencies, or employees, officers, directors, representatives, agents, successors, or assignees thereof (collectively the "Contest Group"), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial, and territorial laws and regulations. The Contest is void where prohibited by law.

## **2. HOW TO ENTER**

### **A) With Purchase:**

For a chance to win a Prize, before the Contest Closing Date, visit [winwithsiggis.com](http://winwithsiggis.com) or [gagneravecsiggis.com](http://gagneravecsiggis.com) and click on the "Enter Now" button to register and complete the online entry form by entering your required information (ex. Name, age, mailing address, telephone number, valid email address, etc.).

- I. To obtain one (1) entry, before the Contest Closing Date, purchase at least one (1) **"Participating Product"** (as listed below) and retain the purchase receipt. Only one (1) entry per valid purchase receipt is permitted regardless of the number of participating products on that single valid purchase receipt.
- II. Visit [www.winwithsiggis.com](http://www.winwithsiggis.com) or [www.gagneravecsiggis.com](http://www.gagneravecsiggis.com) ("**Contest Website**") and follow the on-screen instructions to complete the Official Giveaway Entry Form (the

**“Entry Form”**). Fully complete the Entry Form with all required information, which requires you to:

- a) enter your full name, complete mailing address (including postal code), valid email address and telephone number;
- b) provide a photo or a scan of a single valid purchase receipt, clearly showing the retailer’s name, the date and time of transaction and the purchase of at least one (1) eligible purchase of any participating siggi’s yogurt product from a Canadian retailer (an “Eligible Receipt” purchased during the Contest Period. For a list of participating siggi’s products see Section 7 below. Receipts must be submitted in one of the following formats: .jpg, .jpeg, .png, or .pdf, with a max file size of 20 MB
- c) signify your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “Rules”).

III. Once you have fully completed the Entry Form with all required information, follow the on-screen instructions to submit your completed Entry Form (collectively the **“Entry”**). To be eligible, your Entry must be submitted and received within the Contest Period.

Email accounts can be obtained free of charge from many Internet service providers. Internet access can be obtained free of charge from many public libraries. Only one (1) email address, one (1) telephone number, and account may be used by any person to enter the Contest. Proof of sending an online entry is not proof of receipt by the Sponsor. If the Contest entrant is under the age of majority in his/her province of residence at the time of entry, he or she must provide the email address and telephone number of his/her parent or legal guardian during the Contest registration process.

#### **Limit of one (1) Entry per Eligible Receipt.**

B) Without Purchase:

A no-purchase entry option is available to enter the Contest by following these steps:

No-purchase entry: To obtain an Entry without making a purchase, you must legibly hand write your full first and last name, complete mailing address, age, date of birth, phone number and valid e-mail address on an 8.5” x 11” piece of paper (no mechanical reproductions allowed). Also included on the same piece of paper is an original essay (minimum 50 words) on why you love siggi’s yogurt and mail it to “Win With siggi’s Contest” Entry Request address listed below. Limit of one (1) request per outer envelope bearing sufficient postage. Mail-in requests must be postmarked during the Contest Period and received by March 1, 2023 (the “Mail-In Deadline”) to be eligible for entry into the Contest and allow adequate time for processing. Each Mail-in request will not be returned. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed.

No-purchase entries should be mailed to:

Win With siggi’s Contest  
550 Eglinton Ave West  
P.O Box 38100 Castlewood  
Toronto, Ontario

M5N 1B0

**Limit of one (1) Entry per unique essay.**

You must have a valid email address, phone number, and mailing address to enter the Contest. Only one (1) email address account and one (1) telephone number may be used by any person to enter the Contest. Proof of sending an online entry is not proof of receipt by the Sponsor. If the Contest entrant is under the age of majority in his/her province of residence at the time of entry, he or she must provide the email address and telephone number of his/her parent or legal guardian during the Contest registration process.

If any entrant attempts to obtain more than the specified number of entries, the Sponsor may, in its sole and absolute discretion, disqualify the entrant from the Contest and disqualify all of that entrant's entries.

Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled, or mechanically or electronically reproduced. Should it be discovered that an entrant is using the aid of computer software programs to auto-fill entries in an unauthorized manner, that entrant will be immediately disqualified from the Contest. No communication or correspondence will be exchanged with entrants except with those selected to potentially win a Prize. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by the Sponsor without further notice.

**Limit of one (1) person in a Household per day may submit an Entry (i.e. a valid receipt or essay). When an Entry has been submitted, every person in that Household will have to wait 24 hours before one (1) person in the Household can submit another Entry. There is a limit of ten (10) total Entries per Household for the entire Contest Period. ("Household" refers to a person or a group of persons who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad.)**

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry during the Contest Period; and/or (ii) use (or attempt to use) multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the Entry Form is not fully completed with all required information and submitted and received during the Contest Period. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

Receipts that have been submitted for the purpose of entering the Contest that cannot be validated for any reason will be rejected. Reasons for rejections include, but not limited to: (i) fails to pass anti-fraud detection system; (ii) is unauthorized, fake, not from a participating store or has been illegitimately obtained; (iii) contains any messages, or other markings not recognized by the administrator; (iv) is illegible, unreadable, not in focus or blank; (v) has been previously used; (vi) does not include at least one of the specifically listed Participating Products, or is not dated during the Contest Period; or (vii) is incorrectly or incompletely entered or submitted. **Please also keep your original RECEIPT. Receipts are not interchangeable after the fact. The photo of the receipt submitted with your entry is the receipts associated with that entry – whether mistakenly submitted by you or otherwise. Each RECEIPT is unique and can only be used one (1) time as an entry for this Contest.** All receipts submitted are subject

to verification at the sole and absolute discretion of the Sponsor. Any receipts that cannot be verified to the full satisfaction of the Sponsor, relating to these rules and regulations will cause an entry to be invalid (in which case any rights to any Prize associated with such invalidated receipts will be forfeited in its entirety).

### **3. PRIZING**

**PRIZE:** There is one (1) Prize available to be won consisting of a Trip to Iceland (ARV \$15,000 CND). The sponsor's agency will contact the potential Prize winner directly and help with prize fulfillment. The Prize must be accepted as awarded and is not transferable, refundable, for resale or convertible to cash. No substitutions except at the Sponsor's option.

The Prize must be accepted as awarded without substitution and are not transferable. If a Prize winner is under the age of majority in their province of residence, the Declaration and Release Form required to claim the Prize must be signed by a parent/legal guardian (as described in section 5 below).

The Sponsor reserves the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value without liability.

If the selected entrant of a Prize forfeits the Prize, it will be re-awarded at the option of the Sponsor, subject to, among other things, time availability.

Winners must be residents of Canada. Limit of one prize per person and per residence during the Contest Period.

**Odds of Winning:** The odds of winning the Prize depend on the total number of eligible entries during the Contest Period.

### **4. PRIZE DRAW**

A random draw for one (1) Prize will be held on Wednesday, March 22, 2023, at 10:00 a.m. (ET) at the offices of Solutions with Impact located at 369 Eglinton Ave West Toronto, ON among all eligible entries received by the Contest Closing Date.

Three (3) attempts will be made to contact the selected entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

## **5. CLAIMING YOUR PRIZE**

The Prize claim is subject to verification. To be declared a winner, the selected entrant (or his/her parent or legal guardian, if the selected entrant is under the age of majority in his/her province of residence) must answer correctly, without the assistance of any kind, whether mechanical or otherwise, a mathematical skill- testing question posed by email at the address provided during registration for the Contest. The selected entrant will also be required to sign a Declaration and Release Form (the "Release Form") (or, if the selected entrant is under the age of majority in his/her province of residence, he/she must have his/her parent or legal guardian sign such Release Form on his/her behalf) confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, the Contest Group, Meta Platforms, Inc. the independent contest organization and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies, successors and assigns (collectively, the "Released Parties") from any liability in connection with any Prize or the Contest.

The selected entrant must return a signed Release Form within thirty (30) days of receipt, or he/she will be disqualified from receiving the Prize and another entrant may be selected from the remaining eligible entrants until such time as a winner is chosen or there are no more eligible entrants, whichever comes first. The Sponsor will contact the Prize winner within thirty (30) days of receiving his/her signed Release Form to arrange delivery of the Prize. For the Prize, please allow up to 6 to 8 weeks for delivery of the Prize from the end of the Contest Period.

The refusal by any potential winner to accept the Prize (or any portion thereof), releases and forever discharges the Released Parties of all obligations related to the Prize, including delivery. If a potential winner is found to be ineligible, declines to accept the Prize, or in the event that the Prize confirmation or the Prize itself is returned undeliverable, the Prize will be forfeited, and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor's sole discretion.

## **6. GENERAL**

### **Official Rules Govern**

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of the Sponsor regarding the Contest, these rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials including, but not limited to, the registration form, point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

### **Indemnification**

By submitting an entry into this Contest, each entrant confirms his or her understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released

Parties from any and all claims by third parties relating to the Contest, without any limitation, whatsoever.

Each Contest entrant must comply with the terms of use (if any) governing the Facebook platform. Entrants waive any right to any claim arising out of or relation to ambiguity in these Official Rules or in the foregoing platforms terms of use (if any).

For greater certainty, by participating in the Contest, each entrant releases and agrees to indemnify Facebook and hold it harmless from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly to participation in the Contest, or arising out of participation in any Contest related or Prize related activity, or the receipt, enjoyment, participation in, use or misuse, of any Contest or Prize related activity, whether hosted by Sponsor or a third party.

### **Limitation of Liability**

Incomplete entries, damaged entries, illegible entries or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries, which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors.

None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications (regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

### **Contest Administration**

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor. In addition, the Sponsor reserves the right, in its sole discretion,

subject to the approval of the Régie des Alcools, des Courses et des Jeux (the "RACJ"), to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future Sponsor contests. In its sole determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's associated entries. The Sponsor reserves the right, in its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of Sponsor corrupt the security, proper play, operation, or administration of the Contest.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder in whose name the email account is registered, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an email address and/or telephone number, by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the RACJ. Any litigation respecting the awarding of a prize may be submitted to the RACJ only for the purposes of helping the parties reach a settlement.

**Facebook:** The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. For avoidance of doubt, Meta Platforms Inc. is completely released of all liability by each entrant in this Contest.

### **Privacy and Publicity Rights**

For avoidance of doubt, by submitting an entry, each entrant consents and agrees that Sponsor has the perpetual right to use the entry for purposes related to the administration of the Contest, in all required media now known or hereafter discovered, worldwide, without notice, review or approval and without additional compensation. For further clarity, Sponsor is not liable for any misuse of an entry by any party.

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use his/her name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively

given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events, product news or special offers from the Contest Group. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor’s privacy policy, available at [www.lactalis.ca/privacy](http://www.lactalis.ca/privacy)

**Governing Law & Other General Provisions**

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between an entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario, including procedural provisions, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction’s laws.

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 shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

**7. PARTICIPATING PRODUCTS**

<b>Material</b>	<b>Description</b>	<b>UPC</b>	<b>SCC</b>
32505	6x650g siggi's Yog Str 2%	068200325057	10068200325054
32506	6x650g siggi's Yog Chy 2%	068200325064	10068200325061
32511	6x750g siggi's Yog Pln 0%	068200325118	10068200325115
32512	6x750g siggi's Yog Van 0%	068200325125	10068200325122
32504	6x650g siggi's Yog Van Cinna 3.25%	068200325040	10068200325047
32507	6x650g siggi's Yog Cof 3.25%	068200325071	10068200325078
32508	6x650g siggi's Yog Lem 3.25%	068200325088	10068200325085
32509	6x750g siggi's Yog Pln 3.6%	068200325095	10068200325092
32502	6x650g siggi's Yog Ban 2%	068200325026	10068200325023
32503	6x650g siggi's Yog Ras 2%	068200325033	10068200325030

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