

# BFF STYLE INTERVENTION



## EVENT RULES AND REGLATIONS Bramalea City Centre – BFF Style Intervention Event

**Eligibility:** The Evolve Your Style Event is open to residents of Ontario, 10 years or older at the time of the Contest (accompanied by parental consent if under 18 years of age). However, the event is not open to employees, representatives and agents of BRAMALEA CITY CENTRE, MORGUARD INVESTMENTS LTD. AND PARTICIPATING BRAMALEA CITY CENTRE MERCHANTS (collectively, the “Event Sponsors”) or any retailer located in the Event Sponsors, or the Event Sponsors’ affiliated companies, advertising and promotional agencies.

Event participants are deemed to have accepted the rules set out below (the “Event Rules”), which are subject to change without notice, and automatically releases the Event Sponsors and any other person or entity associated in any way with the event, all of their respective affiliates, subsidiaries, directors, officers, employees, agents and their respective advertising and promotional agencies, from any and all liability arising in connection with the Event, including, without limitation, the selection of the prize winners and the administration of the Event.

By participating in the event, all participants accept the terms and conditions of the following Event Rules and agree to be bound by them.

1. The contest will take place from Friday March 12, 2010 until Saturday March 20, 2010. In mall video entries will be taken Friday March 12, 2010 till Wednesday March 17<sup>th</sup> 2010, running from 12pm to 7pm during the weekdays and 12pm to 6pm on the weekend. Judging and Makeovers will be held on Thursday March 18<sup>th</sup> and Friday March 19<sup>th</sup> 2010 and the Red Carpet Reveal Saturday March 20<sup>th</sup> 2010.
2. Selected winners and their BFF are required to be at the judging and makeovers on Thursday March 18<sup>th</sup> and Friday March 19<sup>th</sup> and be present on Saturday March 20<sup>th</sup> 2010 at the Bramalea City Centre to claim their prize. Winners and BFF who do not attended the judging, makeover or red carpet event will not be eligible to receive their prize.
3. No purchase is necessary to participate in the event, but registration/video submission is compulsory. There is a limit of one prize per person. All times refer to Eastern Daylight Time (“EDT”). Event is void where prohibited by law.
4. Prizing: A total of \$3,000 in prizes to be won. The total prizing breakdown is as follows: Value- \$500 each winner and \$500 for each winner’s BFF x 3 = \$3,000 prize package. Three sets of 2 winners for a total of 6 winners. Odds of winning depend on the number of eligible participants.
5. Event Registration: To enter the event, participants must visit the City Centre Services Desk at BRAMALEA CITY CENTRE to register. Only in mall video entries at the Evolve your Style Station Kiosk will be valid. Personal identification is required. The City Centre Services Desk is located on the lower level, by the elevators.
6. The Contest Entry Intake Period will take place from Friday March 12, 2010 until 7pm on Wednesday, March 17, 2010 at the Evolve your Style Station located on the lower level

near the elevators at the Bramalea City Centre. To enter the Contest, entrants visit the Evolved Your Style Station at the Bramalea City Centre and complete a video plea and a Kiosk Entry Form. Your "BFF Style Intervention" video will be posted on the Bramalea City Centre website. Contest Entry will no longer be available after 7pm on Wednesday, March 17, 2010. No purchase is necessary to enter the Contest. One entry per person. Entries will be posted on the BRAMALEA CITY CENTRE website for public viewing. Failure to meet any of the contest requirements will result in immediate disqualification from the contest.

7. First names and last initials will be included with each online entry. Entries will also be identified by contestant number. All times refer to Eastern Standard Time ("EST").
8. Winners will be selected and contacted by the judges after 7pm on Wednesday March 17, 2010.
9. Winners must be present at the Bramalea City Centre on Friday March 18 by 4:00pm for clothing fitting followed by hair (cut and colour if required) at 5:30pm. Failure to attend this section of the contest will result in immediate disqualification of the contest.
10. Red Carpet Show Date-Saturday March 20, 2010. Styling will begin at 10:00am for both hair and makeup. First Show time is at 1:00pm. Touchups to be scheduled for 2:00pm. Second Show time is for 3:00pm. Failure to complete this component of the event will result in immediate disqualification and no prizes will be awarded.
11. Prizes must be accepted as awarded and cannot be converted in cash or for another prize, and can not be exchanged. The Event Sponsors take no responsibility for lost, stolen or damaged Gift Cards. The Event Sponsors are not responsible for any errors or omissions in printing or advertising this Event.
12. Participants will be required to sign and return a declaration of compliance with the Event Rules and a full liability and publicity Release. The Event Sponsors reserve the right to verify if Event winners satisfy all Event admissibility criteria. Winners will also be required to correctly answer, unaided, a time-limited, mathematical skill-testing question. The Event Sponsors' rulings are final and without appeal in all matters related to the promotion and the awarding of prizes.
13. By entering this Event, participants consent to the use of their entry, name, city of residence and/or any video or photograph that may be taken in publicity carried out by the Event Sponsors and their advertising agencies, without further notice or compensation.
14. Registration Information becomes the property of the Event Sponsors and will not be returned. All personal data collected are for the purpose of administering this Event. No further informational or marketing communications will be received by participants unless participants provide the Event Sponsors with explicit permission to do so as indicated on the entry form. Please see the privacy policy of BRAMALEA CITY CENTRE.
15. By entering this Event, participants release and hold harmless the Event Sponsors, their advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns from any liability in connection with this Event or, if in receipt of a prize. By accepting a prize, winners consent to the use of their name, place of residence, voice, statements, and videos and photos or other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.

16. This Event will be run in accordance with these Event Rules, subject to amendment by the Event Sponsors. Participants must comply with these Event Rules, and will be deemed to have received and understood the Event Rules by participating in the Event. The terms of this Event, as set out in these Event Rules, are not subject to amendment or counter-offer, except as set out herein.
17. Any dispute relating to the Event (including, without limitation, a dispute as to whether a participant has complied with all of the Official Rules and Regulations) shall be resolved by the Event Sponsors in their sole and absolute discretion. All decisions of the Event Sponsors shall be final and binding.
  - (a) The Event Sponsors assume no responsibility for failure of the internet or the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to a participant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws. Should such an attempt be made, the Event Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
18. This Event is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations.

OFFICIAL TERMS & CONDITIONS  
**BFF Style Intervention – Video Program**  
Bramalea City Centre – Morguard Properties  
March 2010

**Are You a BFF Style Intervention Video Program is a free video opportunity offered by Bramalea City Centre to Bramalea City Centre visitors who wish to enter the “BFF Style Intervention” Contest.**

1. By participating in the **BFF Style Intervention** video opportunity, each participant, his/her parent or legal guardian on his/her behalf, automatically accepts these Official Terms and Conditions, which are subject to change without notice, and automatically releases Bramalea City Centre (the Promotion Sponsors) and any other person or entity associated in any way with the Promotion, all of their respective affiliates, subsidiaries, directors, officers, employees, agents and their respective advertising and promotional agencies, from any and all liability arising in connection with the Promotion, including, without limitation the administration of the Promotion.
2. **By participating in the Program, all participants accept the terms and conditions of the present rules and agree to be bound by them.**
3. **BFF Style Intervention** The in mall video program (the “program”) will take place at BRAMALEA CITY CENTRE from March 12, 2010 until March 17, 2010 from 12pm till 7pm on the weekdays and 12pm to 6pm on the weekend. No purchase is necessary to participate in the program. By agreeing to have a video taken the entrant is consenting to the use of their entry, name, city of residence and/or any videograph that may be taken in publicity carried out by the event sponsors and their advertising agencies, without further notice or compensation.

4. All videos and videos taken will be available to Program Participants on the secure **BFF Style Intervention VIDEO** Microsite until May 31, 2010. Program Participants will be able to access their individual Program video by using a personalized link that will be emailed to them by the Program Sponsor. Program Participants will be able to save, print (videos only) and share their BFF Style Intervention video.
5. All video entries that are incomplete, illegible, damaged, irregular, that have been submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified by the Program Sponsor. Program Sponsors take no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed video entries, or for typographical or other production errors. Program Sponsors are not responsible for any errors or omissions in printing or advertising this Program.
6. Program Sponsors are collecting personal data about Participants for the purpose of administering this Program. No further information or marketing communications will be received by entrants unless entrants provide Program Sponsors with explicit permission to do so as indicated on the Registration Form. Please see BRAMALEA CITY CENTRE's Privacy Policy.
7. By entering this Program, Participants release and hold harmless Program Sponsors, their advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns (collectively the "Releasees") from any liability in connection with the Program.
8. This Program will be run in accordance with these rules, subject to amendment by Program Sponsors. Participants must comply with these rules and will be deemed to have received and understood the rules by participating in the Program. The terms of this Program, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.
9. Any dispute relating to the Program (including, without limitation, a dispute as to whether a Participant has complied with all of the Official Rules and Regulations) shall be resolved by **BRAMALEA CITY CENTRE** (Morguard Properties) in its sole and absolute discretion and the decision of **BRAMALEA CITY CENTRE** (Morguard Properties) shall prevail. All decisions of **BRAMALEA CITY CENTRE** shall be final.
10. Promotion Sponsors assume no responsibility for failure of the internet or the website during the program intake period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury of damage to a Participant's or any other person's computer related to or resulting from playing or downloading any material in the program. Program Sponsors reserve the right, in their sole discretion; to cancel or suspend the email portion of the Program should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the Program. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this program is a violation of criminal and civil laws. Should such an attempt be made, the Program Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
11. If the identity of a Participant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the Participant. The individual

assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder.

12. This program is subject to all applicable federal, provincial and municipal laws and regulations.