

Rules and regulations of the Ivakkak 2018 Contest (the “Contest”)

Presented by Makivik Corporation (“Makivik”)

1. Conditions of participation:

- a. Open to residents of the province of Quebec only, over 18 years of age;
- b. No co-participations are allowed. No group, corporate, or organization participations are allowed.
- c. Requires either of the following actions from the participant:
 - i. clicking the “Like” button and maintaining it as such (by not unclicking the “Like” button) on the original post promoting the Contest on the Ivakkak Facebook page (<https://www.facebook.com/ivakkak>), prior to the Contest deadline indicated at section 3;
- d. Only one (1) individual Contest participation per participant, whether by “liking” the Facebook post referred to at section 1(c). Any participant that “liked” a post simultaneously will be deemed to have made only one (1) participation in the Contest.
- e. The participant shall provide in a timely manner as provided at section 4, upon Makivik’s request:
 - i. The contact information of the participant (full name, date of birth, complete address, telephone number and e-mail address);
 - ii. As a skill-testing requirement, the correct answer to a time limited mathematical skill testing question without any assistance of any kind, whether mechanical, electronic or otherwise;

Failure to provide the foregoing information may result in the participant’s disqualification from the Contest.

- f. Makivik shall have the right to require at any time proof of identity and/or eligibility in order to participate in the Contest.
- g. Makivik employees, representatives or agents as well as persons with whom they are domiciled **are not eligible** to participate in the Contest.
- h. No purchase is required.

2. Place(s) where the public must deposit or send the Contest entry forms

- a. Participations are deemed to have been deposited on the Ivakkak Facebook page (<https://www.facebook.com/ivakkak>) by clicking the “Like” button on the post mentioned at section 1(d) herein prior to the Contest deadline indicated at section 3, and that such post has remained as such by the participant and has not been subsequently unclicked by the participant as at the Contest deadline.

3. Deadline for entering the Contest:

- a. **All participations must be received in the manner indicated at section 2 no later than 4:00 P.M. Eastern Time on Friday, March 9, 2018.**

4. Description of the method of awarding prizes

- a. At the close of the Contest, the Ivakkak Facebook Page administrators shall randomly select One (1) eligible participant that has “liked” the original post on Ivakkak Facebook page (<https://www.facebook.com/ivakkak>) and such post has remained “liked” by the participant as at the Contest deadline (such an eligible participant shall be referred to herein as the “Potential Winning Participant”).
- b. The Ivakkak Coordinator shall communicate with the Potential Winning Participant (namely by, but not limited, to private Facebook messaging) to advise that he/she may be chosen as a winner (subject the receipt of the accurate information required at section 1(e) of the contest rules), as early as Friday, March 9, 2018 at 4:30 P.M Eastern time.
- c. The prizes will be awarded to the Potential Winning Participant that accurately provides the information required at section 1(e) above (being their contact information and the correct answer to a mathematical skill testing question) to the Ivakkak Coordinator no later than Monday, March 12, 2018 at 4:00 P.M. Eastern time.
- d. The winner shall be announced no later than Tuesday, March 13, 2018 at 12:00 P.M. Eastern time.

5. Number and detailed description of prizes offered

- a. The Contest winner will have the opportunity to attend the end of the Ivakkak 2018 race in Kangiqsujuaq, Quebec, from March 25, 2018 to March 29, 2018 (exact dates subject to meteorological conditions and to be confirmed with the Contest winner in due course). Such attendance will include the following prizes:
 - i. Full coverage of airfare from departing from and returning to any location served by Air Inuit Ltd. (courtesy of Air Inuit Ltd.). The estimated value of the foregoing “APEX” ticket is of \$3,900.00;
 - ii. Coverage of hotel accommodations in Kangiqsujuaq, Quebec (provided by the Fédération des coopératives du Nouveau-Québec (FCNQ)). The estimated value of the accommodations is of \$900.00;
 - iii. A meal allowance provided for 4 days (total of Seven Hundred Seventy Five Dollars (\$775.00));
- b. The total value of the prizes awarded herein is estimated to be of \$5,575.00.

6. The media used to inform the winners of the prizes won:

- a. The Ivakkak Facebook page (<https://www.facebook.com/ivakkak>)

- 7. The place, date and deadline for claiming prizes or where applicable whether prizes will be delivered to the winner:**
- a. The prizes shall be claimed pursuant to section 4 hereinabove, in person at Makivik's office in Montreal, Quebec (1111, Dr. Fredrik-Philips Blvd., 3rd Floor, Montreal, Quebec, H4M 2X6), or online, namely but not limited to usage of private message on the Ivakkak Facebook page, no later than Monday, March 12, 2018 at 4:00 P.M. Eastern time.
 - b. Prizes shall be delivered upon request to the Winning Participant's address as provided to Makivik pursuant to Section 4 herein, unless Winning Participant confirms in writing it will claim its prize at Makivik's office in Montreal, Quebec.
 - c. In order to receive his/her prize, the Winning Participant must consent and sign a Prize Consent Release in favour of Makivik.
- 8.** The participant hereby irrevocably consents to Makivik's collection of his/her personal information by means of the Contest, and to the use and disclosure of his/her personal information by Makivik and its agents to (1) verify his/her eligibility to participate in the present Contest and his/her compliance with the present rules and (2) in the event of a winning participation, that personal information limited to the name of the winner and his/her municipality of residence be disclosed to the general public.
- 9.** Furthermore, the Contest participant irrevocably and releases Facebook Inc. and its affiliates, directors, employees or agents of any liability whatsoever in regards of the use of its service in respect of the contest; and the participant hereby irrevocably agrees and acknowledges that the present Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook Inc.
- 10.** In the event of a variance or contradiction in interpretation between the translations of the present Contest rules and the Inuttitut and French versions, the present English version will take precedence.
- 11.** The present Contest rules are available on the Ivakkak 2018 website at lvakkak.com .