






**HURRAY FOR FAMILIES (THE "PROMOTION")**  
**MAY 1, 2014 TO MAY 28, 2014 – OFFICIAL RULES OF THE PROMOTION**

- 1. HOW TO ENTER AND PLAY: NO PURCHASE REQUIRED.** A purchase will not increase your chances of winner. Starting on May 1, 2014 at 9 a.m. EST until May 28, 2014 at 11:59 p.m. EST (or while supplies last) (the "Promotion Period"), a maximum of 600,000 scratch cards will be distributed in participating Uniprix stores to consumers with each eligible\* purchase of \$15 or more before taxes (except prescription and non-prescription medications sold exclusively by pharmacists, gift cards, lottery tickets, transit passes and tickets, Admission tickets, postal services and Sears transactions, which shall be taken into consideration at the sole discretion of the Sponsor). Limit: One (1) card per eligible purchase (as defined above) per consumer, per day. To play, carefully scratch **ONLY three (3)** of the nine **(9)** boxes during the Promotion Period at a participating Uniprix checkout counter. Participants who scratch only three **(3)** of the nine **(9)** boxes and uncover exactly three **(3)** identical prize symbols could win one of the prizes described in section 3 below, this prize also being indicated on the scratch card. The prize will not be awarded and the scratch ticket will be considered void if more than three (3) of the nine (9) boxes are scratched in any manner whatsoever. To enter **WITHOUT MAKING A PURCHASE**, refer to section 5.
- 2. ELIGIBILITY:** To enter the contest and have the chance to win a prize, you must be a legal resident of Quebec or Ontario 18 years of age or older (age of majority) at the time of entry. Persons in any of the following categories ARE NOT eligible to participate in the contest or win a prize: (a) any person who, at any time on or after May 1, 2014, was or is an employee, representative or agent of Uniprix (the "Sponsor"), or its affiliates (including employees of Uniprix Inc. and of all retail stores of the Uniprix network), or a director, officer or employees of the Sponsor, parent, subsidiaries, franchisees, or service agencies; and (b) individuals engaged in the development, production or distribution of materials for the Promotion or engaged in the administration or execution of the Promotion (collectively the "Promotion Entities"), and (c) any person domiciled with any of the above.
- 3. PRIZES:** The prizes to be won and the odds of winning at the start of the Promotion are as follows:

3x		=	1 voyage Club Med Famille Valeur approximative de 10 000 \$
3x		=	1 carte-cadeau La Forfalterie de 100 \$
3x		=	1 carte-cadeau Uniprix de 20 \$
3x	10%	=	10 % de rabais sur votre achat*



Prize Description	Prize Value	Number of Prizes Available	Odds of Winning by Playing	Odds of Receiving a Card	Total Odds of Winning
Trip*	\$10,000.00	10	84	1 in 60,000	1 in 5,040,000
Gift Certificate from The Getaway Boutique	\$100.00	1,000	84	1 in 600	1 in 50,400
Uniprix gift card	\$20.00	25,000	84	1 in 24	1 in 2,016
Discount	10% discount on your purchase**	573,990	84	1 in 1.05	1 in 87.81
<b>TOTAL</b>		<b>600,000</b>			

**\*Trip:** The winner and a maximum of three (3) guests (one (1) adult and two (2) children under the age of 12) will receive a trip to a destination selected by the winner among the following options: (a) Columbus Isle, Bahamas, (b) Punta Cana, Dominican Republic, (c) Cancun Yucatan, Mexico, or (d) Ixtapa Pacific, Mexico. The trip includes round-trip economy air transportation for the winner and his guests from Montreal to the selected destination (airport, airline and class of air tickets at the sole discretion of the Sponsor), one (1) quad occupancy accommodation for seven (7) nights (choice of accommodation at the sole discretion of the Sponsor), airport transfers to and from the hotel, included meals and activities, up to a maximum value of \$C10,000. The estimated value of the trip depends on travel dates, departure and destination cities and airfare fluctuations and may vary based on these factors. All other fees and expenses not mentioned in these official rules, including, but not limited to, transportation to a major commercial airport located in Montreal, baggage fees, personal expenses, additional ground transportation, additional meals, additional activities and entertainment, alcohol, gratuities, travel documents, insurance, taxes and all other expenses, will be the sole responsibility of the winner. No responsibility is assumed by the Sponsor for cancelled, delayed, suspended or re-scheduled activities after ticketing, for any reason whatsoever beyond its control. Transportation and accommodation are subject to availability, blackout periods, government restrictions and regulations, hotel, airline, airport or other transportation restrictions and regulations. Other restrictions may apply. **Reservations must be booked at least three (3) months in advance and trip must be taken before July 31, 2015 (restrictions may apply).** Departure and return dates can be changed at the Sponsor's sole discretion. If the winner is unable to participate in the trip during the dates designated by the Sponsor, the prize will be forfeited in its entirety. Once travel guest is selected, he or she may not be substituted, except at the Sponsor's sole and absolute discretion. Winner and guests must travel together on the same itinerary. The winner and guests must have all necessary identification and/or travel documents (e.g. a valid passport) required for travel. The winner and guests must sign and return a release of liability/publicity prior to ticketing of trip. If any of the winner's guests is a minor, he/she must at all times be accompanied by a parent or legal guardian who must sign and return all required documentation. If the winner selects fewer guests than permitted under these official rules, the Sponsor reserves the right to award the remainder of the prize without any obligation toward the winner.



Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. The Sponsor shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any prize-related services or accommodations (or in the event that the winner and (or) his guest(s) are unable to travel, once the reservations have been made, for any reason whatsoever, including illness).

If the winner and/or his guest(s) take part in behaviour that is obnoxious, threatening, illegal, annoying, abusive or harassing, the Sponsor reserves the right to terminate or amend the trip or other applicable portions of the Grand Prize at any time, in whole or in part, and send the winner and/or his guest(s) home with no further compensation. Should the prize winner be able to participate in the trip during the dates designated by the Sponsor but should any event listed in the prize description not take place as scheduled or at all, for reasons including but not limited to scheduling conflicts, cancellations, postponement, or for any other reason, then the Sponsor reserves the right to award the remainder of the prize with no further obligation to the winner. Excepting the preceding sentence, no cash alternative or prize substitutions will be allowed. The Sponsor does reserve the right to substitute prize(s) of comparable value if a prize listed or any portion thereof is unavailable for any reason.

Additional information about the prize and travel information will be given to the winner at the time of notification. The winner and his guest(s) are responsible for obtaining travel insurance (and all other forms of insurance) at their option. They acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged.

**Limit of one (1) trip per person.**

**\*\* 10% Discount:** To obtain a 10% discount at the time of purchase, the customer must scratch the scratch card at the checkout counter of a participating Uniprix store. The 10% discount will be instantly applied only to eligible regularly priced products\*. Applicable only at the end of a sales transaction\* eligible under this contest. Limit of one (1) 10% discount per person, per transaction. Cannot be combined with any other offer (\*except prescription and non-prescription medications sold exclusively by pharmacists, gift cards, lottery tickets, transit passes and tickets, Admission tickets, postal services and Sears transactions, which shall be taken into consideration at the sole discretion of the Sponsor).

Gift certificates are subject to the Terms set by the issuer.

Uniprix gift cards are subject to the Uniprix Gift Card Terms of Use available at [http://www.uniprix.com/en/gift\\_card/terms-policies/](http://www.uniprix.com/en/gift_card/terms-policies/).

The Consumer Protection Bureau of Quebec's rules concerning gift cards apply to these products.



The Getaway Boutique shall be liable only for the value of the gift certificate sold. This gift certificate has no cash value and cannot be reimbursed.

An Escapade Package lets you choose among a wider range of options. Valid only online at [www.forfaiteriepasseport.com](http://www.forfaiteriepasseport.com).

Not valid in stores or at any of our participating partners.

Total retail value of all prizes (trips and gift cards) available to be won: \$700,000.00

- 4. HOW TO CLAIM YOUR PRIZE:** To claim a prize (trip or gift card), complete the requested information on the back of the scratch card (name, address, telephone number, age and signature, as indicated), correctly answer a mathematical skill-testing question and send the completed scratch card (registered mail is highly recommended) and a copy of your cash receipt (eligible under the contest) to this address: "Hurray for Families!" Prize Claim, 5000 Métropolitain Blvd East, Saint-Léonard, QC, H1S 3G7 – c/o: Marie-Pierre Boyer. Prize claims must be postmarked no later than June 27, 2014 and received before July 4, 2014, after which date all scratch cards will be considered null and void. Unclaimed prizes will not be awarded. Allow 6 to 8 weeks for the verification and delivery of your prize. The Sponsor and Promotion Entities (defined under section 2 of these official rules) will not be held responsible for any delays in awarding prizes for any reason beyond their control. Limit: One (1) prize claim per envelope sent by mail. If more than one (1) prize is claimed in a single envelope, the prize with the highest value will be awarded and the remaining prize claims will automatically be CANCELLED.

Potential winners may be asked to provide official proof of identification. Before being declared a winner, a potential winner may be required to complete and return a Declaration and Complete Release and Waiver form within seven (7) business days from the time they are postmarked as having been sent by the Sponsor or its representative, or the prize will be forfeited. By signing a Declaration and Complete Release and Waiver form, potential winners acknowledge compliance with these contest rule and that they accept the prize as awarded. They also release the Sponsor and Promotion Entities from all liability for any injury, accident, loss or casualty as a result of this Promotion. Moreover, potential winners acknowledge the right of the Sponsor or Promotion Entities to publish or release their photos, names, address, voice and statements relating to the Promotion or Sponsor and photographs or other likenesses in any advertising materials produced by the Sponsor or Promotion Entities, without further compensation, except the awarding of the prize.

- 5. NO PURCHASE NECESSARY:** To obtain a scratch card without making a purchase (while supplies last), send a card with your name and mailing address along with a self-addressed stamped envelope to: No-Purchase Entry – Hurray for Families!, 5000 Métropolitain Blvd East, Saint-Léonard, QC, H1S 3G7. It should be postmarked no later than May 28, 2014 and received before June 4, 2014. Limit of one (1) request for a free scratch card per day, per self-addressed envelope with sufficient postage, while supplies last.
- 6. LIMITATIONS OF LIABILITY:** By participating in this Promotion, participants acknowledge compliance with these official rules and agree to be bound by the decisions of the Sponsor and/or judges of the promotion, which shall be final and binding in all matters relating to this Promotion. Acceptance of a prize in the Promotion constitutes, without further compensation, a prize winner's permission for the Sponsor, its delegates and participating stores to use a prize winner's name, town/city and



province and/or likeness for promotional and marketing purposes in any and all media now known or hereinafter developed without territorial or time limitation, except if prohibited by law. Participants assume all liability and release and discharge the Promotion Entities from any and all liabilities whatsoever, including injury, loss or damages caused or claimed to be caused by participating in this Promotion or by redeeming or using any prize (including the trips and activities) connected to this Promotion. Scratch cards that are illegible, damaged, altered, duplicated, counterfeit, cut or torn and those that have been tampered with, contain printing, typographical or other errors, have been distributed where prohibited by law or not obtained through legitimate channels will be considered null and void. In the event of a printing, typographical, transmission or human error leading to the claiming of more prizes in a category than the number of prizes described in these official rules for that category, the Sponsor reserves the right to hold a random draw among all eligible participants having claimed but not received a prize in order to award the remaining prizes in the category in question. Prizes will cease to be awarded if the Sponsor discovers an error in the number of prizes. Under no circumstances will the Sponsor be under any obligation to award more prizes than the number indicated for the prize category in question.

#### **CONDITIONS OF ENTRY:**

7. By participating in this Promotion, you acknowledge having read these official rules and agree to be bound by them and by any decision of the Promotion Judges, which shall be final in all matters related to this Promotion.
8. Neither the Sponsor nor the Promotion Entities will be responsible for lost, misdirected, misplaced, late or destroyed entries or disqualified claims for any reason whatsoever, including but not limited to, negligence, gross negligence, malicious misconduct or other. All participants will take the necessary measures to avoid such occurrences and assume all consequences in this respect.
9. All entry ballots become the property of the Sponsor. They will not be returned to participants under any circumstances. No correspondence will be sent to participants with the exception of potential winners, who will be contacted by telephone or mail. If the Sponsor is unable to reach an eligible winner within seven (7) business day, he or she may lose their prize, at the Sponsor's sole discretion.

The Promotion judges reserve the right to disqualify any participant's entry in the Promotion (and void all associated entries) or entitlement to a prize, if, at the sole discretion of the judges, they determine that the participant has attempted to undermine the legitimate functioning of the Promotion by cheating, hacking, deception, or other fraudulent, deceptive or unfair playing practices (including any entries generated by script, macro, robotic, programmed, or any other automated means or any other means which subvert the entry process). Any attempt by a participant or other person to undermine the legitimate operation of this Promotion, including but not limited to any fraudulent claims, represents a violation of criminal and civil laws. In the event of such an attempt, the Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Participants engaging in any of the above-mentioned activities may be disqualified (and all associated entries will be void) and will forfeit any prize(s) won.



**GENERAL CONDITIONS:**

10. Prizes cannot be transferred or exchanged and must be accepted as awarded. Prizes cannot be substituted, except at the sole discretion of the Sponsor, who reserves the right to replace a prize (or a portion of a prize) with another prize of similar or greater value. All applicable taxes associated with prize acceptance are the responsibility of the respective winners. All other fees will also be the responsibility of the respective prize winners.
11. All non-original scratch cards and those obtained from unauthorized sources will be declared null and void at the Sponsor's sole discretion, as is the case for scratch card which are illegible, mutilated, altered, reproduced, stolen, counterfeit, forged, irregular and which do not bear the appropriate markings or which contain printing, production or other errors of any kind.
12. **QUEBEC RESIDENTS:** Any litigation regarding the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation regarding the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.
13. In the event of a printing or production error, the Sponsor's responsibility will be limited to replacing the scratch card, while supplies last.
14. In the event of any discrepancies between these official rules and any marketing material or other version of the rules, these rules shall prevail.
15. In the event of any discrepancies between the English language version of these official rules and the French language version, the French language version shall prevail.
16. The Sponsor reserves the right to modify the conditions of the Promotion or cancel it at any time without notice. More specifically, the Sponsor reserves the right at its sole discretion to cancel, modify or suspend the Promotion at any time (subject to approval by the *Régie des alcools, des courses et des jeux* au Québec, the "Régie") in the event of fraud, or any error or cause compromising the administration, safety, integrity and proper functioning of the Promotion. Should the Promotion be cancelled, the Sponsor reserves the right to select winners among eligible non-suspect entries received prior to the cancellation.
17. The list of winners is available to anyone who would like a copy. To obtain the list, please send a self-addressed stamped envelope to the attention of Susan Jasmin, 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7
18. Uniprix Inc. 5,000 Métropolitain Blvd East, Montreal, QC H1S 3G7, is the sole Sponsor of this Promotion.
19. Sponsor's Privacy Policy: To learn how we use the personal information collected during this Promotion, go to [https://www.uniprix.com/en/privacy\\_policy/](https://www.uniprix.com/en/privacy_policy/). Personal information can be



collected, used and shared with countries other than Canada. Personal information held elsewhere than in Canada is subject to the laws in effect in those countries.

20. Any litigation regarding the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation regarding the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.
21. Uniprix Inc. has duly paid the related contest fees to the *Régie des alcools, des courses et des jeux*, as required by all applicable laws.
22. This Promotion is subject to all federal, provincial and municipal laws in effect.