

Contest Rules
“MY FAVORITE SPOT IN HOCHELAGA” PHOTO CONTEST
HOCHELAGA – EVOLVING MONTREAL
From July 12 to August 2, 2023

1. CONTEST PERIOD

The “MY FAVORITE SPOT IN HOCHELAGA” is held by the McCord Stewart Museum and takes place in Canada, from July 12 to August 2, 2023, at 11:59 p.m.

2. ELIGIBILITY

The contest is open to anyone who:

- a. resides in Quebec;
- b. has reached the age of majority in their province of residence at the time of participation in the contest.

Employees of the McCord Stewart Museum and of the contest partner are excluded, as well as members of their immediate family (father, mother, brothers, sisters, children), their legal or common-law spouse, and anyone with whom they reside.

3. METHODS OF ENTRY

3.1 To enter the contest, post your photo on Instagram tagging @museemccordstewart and using the hashtag #MonHochelaga and send it via the submission form on the McCord Stewart Museum website: <https://www.musee-mccord-stewart.ca/en/contest-favourite-spot-hochelaga/>

There is no limit to the number of photographs each person can post on Instagram, however only one (1) photo may be submitted per person via the submission form, and only one shot per participant or group of participants may be selected as a finalist.

One photograph (1) will be selected by photographer Joannie Lafrenière and the McCord Stewart Museum to receive the Joannie Lafrenière’s Choice Award. The photo with the most “likes”, except the Joannie Lafrenière’s Choice Award winner, will win the Public Choice Award. The two (2) photos will also be published on Instagram. Finalists will be contacted by email. Instagram is in no way affiliated with this promotion. The McCord Stewart Museum releases Instagram from any responsibility.

3.3 The photographs remain the property of the participants but may be used by the Museum as a promotional tool for the contest, including via social media posts.

3.4 Although online access and an email account are required to participate in the contest, no purchase is necessary to enter. Many public libraries, retail businesses, and other institutions make computers available to the public free of charge, and some Internet service providers and other companies offer free email accounts.

4. PRIZES

Prize for Joannie Lafrenière's Choice Award:

- A meal at Chic Resto Pop with artist Joannie Lafrenière, with the winner of the Instagram Public Choice Award (date to be determined, \$250 value)
- An annual Member+1 membership (\$85 value). A card is issued to the Member, who can bring a guest of their choice.
- A gift certificate to Librairie le Renard Perché (\$25 value)
- A gift certificate to Orléans – Épicerie de quartier (\$25 value)
- The book *HOCHELAGA – MONTRÉAL EN MUTATION* (\$18 value)

The total value of the Joannie Lafrenière's Choice Award prize is \$403.

Prize for the winner of the Instagram Public Choice Award:

- A meal at Chic Resto Pop with artist Joannie Lafrenière, with the winner of Joannie Lafrenière's Choice Award (date to be determined, \$250 value)
- An annual Member+1 membership (\$85 value). A card is issued to the Member, who can bring a guest of their choice.
- A gift certificate to Librairie le Renard Perché (\$25 value)
- A gift certificate to Orléans – Épicerie de quartier (\$25 value)
- The book *HOCHELAGA – MONTRÉAL EN MUTATION* (\$18 value)

The total value of the Public Choice Award prize is \$403.

The total number of prizes is two (2) for two (2) winners and the total value of the prizes is \$806.

5. DRAW

Starting on August 9, 2023, at 12 p.m. in Montreal, at the offices of the administrator, one (1) submission will be selected by Joannie Lafrenière and the McCord Stewart Museum from among all eligible submissions received during the contest period.

Joannie Lafrenière and the McCord Stewart Museum will select finalists based on the following criteria:

1. Recognizable location in Hochelaga
2. Faithful to the theme: self-portrait in a Hochelaga location
3. Photographic aesthetics and quality of the accompanying text, whether poetic or anecdotal. Showcasing Hochelaga.

Two people will be declared the winners by Wednesday, August 9, 2023 at noon, and will be awarded the choice awards. The photograph with the most "likes" will be granted the Public Choice Award and will win the prize worth \$405. The photos of the two (2) finalists will be published on the Museum's official Instagram account:

www.instagram.com/museemccordstewart.

6. ODDS OF WINNING

Odds of winning depend on the number of eligible entries received during the contest period.

7. AWARDING OF THE PRIZES

In order to be declared a winner, a selected participant must first, in addition to meeting the contest eligibility criteria and complying with the contest rules, be contacted by email by the administrator or its representatives within three (3) business days immediately following the selection of their entry. The winner will have until August 14, 2023, at 12 p.m. to claim their prize at the McCord Stewart Museum, located at 690 Sherbrooke Street West. Starting August 14, 2023, after 12 p.m., unclaimed prizes will not be awarded.

8. GENERAL CONDITIONS

8.1 Verification of Entries:

The validity of any entry is subject to verification by the administrator. Any entry that is illegible, incomplete, or made in a fraudulent manner will be disqualified. Any participant or person attempting to enter by a means that is contrary to these official contest rules or who otherwise disrupts the operation of this contest or whose entry is likely to be unfair to other potential participants will be disqualified. Any decision of the administrator or its representatives, including in particular any question of eligibility or disqualification of any registration and participation, is final and without appeal. Entries become the property of the administrator and none of them will be returned.

8.2 Acceptance of Prizes:

All prizes must be accepted as described in these rules and may not be returned, transferred to another person or substituted for another prize, or exchanged in whole or in part for cash, except as provided in paragraph 8.3.

8.3 Substitution of Prizes:

The administrator reserves the right, at its sole and absolute discretion, and for any reason whatsoever, to replace a prize or part of it with a prize of equivalent or greater value, including in particular the cash value of the prize.

8.4 Number of Prizes/Winners:

By participating in this contest, each participant acknowledges that the administrator will not be required, under any circumstances, to award more prizes than the number of prizes available, as set out in the official contest rules. If, for any reason whatsoever (including in particular due to a mechanical, electronic, human or other error, a malfunction or defect in the design, promotion, management, implementation or administration of the contest), the number of winners declared or the number of prizes claimed by the participants exceeds the number of prizes available, the administrator reserves the right, at its sole and absolute discretion, to end the contest partially or completely, without notice, subject

only to the prior approval of the Régie des alcools, des courses et des jeux du Québec, if required, in the province of Quebec, and to award the appropriate number of prizes from the appropriate number of winners, selected in accordance with the contest rules from among eligible entries validly submitted before the end of the contest.

8.5 Other Changes to the Contest:

Without limiting the scope of paragraph 8.4 above, the administrator reserves the right, at its sole and absolute discretion, to modify, cancel, terminate or suspend the contest in whole or in part, for any cause or circumstance, including in particular if an event beyond its control corrupts or affects the administration, security, impartiality or the normal operation of the contest, such as a virus, a computer bug or a unauthorized human intervention, subject to the approval of the Régie des alcools, des courses et des jeux du Québec in the province of Quebec.

8.6 Release and Exclusion of Liability:

By the participant. By entering or attempting to participate in this contest, each participant and/or purported participant agrees: (i) to release, discharge, and hold harmless, forever, the group associated with the contest and its shareholders from any and all claims, actions, damages, demand, cause of action, suit, debt, duty, account, bond, warranty, compensation, contract or liability of any kind arising out of or in connection with the participation in the contest or the attempt to participate in the contest by the participant, the compliance or non-compliance with these contest rules or the acceptance and use of the prize; and (ii) if selected as a winner, to sign the declaration and waiver form (s) (see paragraph 8.1) in this regard, prior to receiving the prize. The contest group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer online systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this contest is a violation of criminal and civil laws and, should such an attempt occur, the administrator reserves the right to seek remedies or damages to the fullest extent permitted by law, including through criminal prosecution.

8.7. Name/Image of Winners:

By entering the contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

8.8. Dispute — Quebec Residents:

Any dispute respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for resolution. Disputes about the

awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

8.9. Personal Information:

Unless the participant has otherwise authorized the administrator or another entity related to the contest to contact them, the personal information gathered about participants in connection with this contest will be used solely for the administration of the contest.

8.10. Identity of the Participant:

For the purposes of these rules, the participant is the person who owns the email account that appears on the entry form. It is to this person that the prize will be awarded if selected and declared the winner.