

Contest Rules
“BECOMING MONTREAL: BEFORE/AFTER” PHOTO CONTEST
BECOMING MONTREAL: THE 1800S PAINTED BY DUNCAN EXHIBITION
From November 7 to 28, 2023

1. CONTEST PERIOD

The *BECOMING MONTREAL: NOW AND THEN* contest is held by the McCord Stewart Museum and takes place in Canada, from November 7 to 28, 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 while tagging @museemccordstewart and @montreal.thenandnow and using the hashtag ##MtlAvantApres.

There is no limitation on the number of photographs per person, however, only one photograph per participant or group of participants may be selected as a finalist by the McCord Stewart Museum and Elijah Herron (Montreal Then and Now). Four (4) finalists, including one grand winner, will then be selected. Finalists will be contacted by email. All four photos will also be posted on Instagram. The photo with the most likes wins the Grand Prize. Instagram is in no way linked to this promotion. The McCord Stewart Museum releases Instagram from any liability.

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

Grand Prize:

- A Canon camera R100 (value of \$800)
- An annual Member+1 membership (value \$90). A card is issued to the Member who can come accompanied by a person of their choice.
- The Book *James Duncan (1806-1881) – Painter of Montreal* (value of \$55)

The total value of the Grand Prize is \$945

3 Finalists' Prizes (excluding the Grand Prize):

- An annual Member +1 membership to the Museum (value \$90). A card is issued to the Member who can come accompanied by a person of their choice.

The value of the Finalist Prize is \$90, for three (3) prizes worth a total of \$270.

The total number of prizes is 4 for 4 winners and the total value of the Prizes is \$1,125.

5. DRAW

Starting on **Monday, December 4, 2023**, at 10:00 a.m. in Montreal, at the offices of the administrator, four (4) entries will be selected by the jury from among all eligible entries received during the contest period.

The jury will select the finalists according to the following criteria:

1. Technical quality, mastery of framing and image composition, meaningful use of detail and harmony of light and shadow.
2. Recognizable place in Montreal
3. Loyalty to the theme: urban landscape inspired by Duncan's work.

One person will be declared the grand winner by noon on **Friday, December 8, 2023**, and awarded the grand prize. The three (3) other finalists will receive finalist prizes worth a total of \$270. The photos of the four (4) finalists will be published on the Museum's official Instagram account (www.instagram.com/museemccordstewart) and website.

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 **December 13, 2023, at noon** to claim their prize at the McCord Stewart Museum, located at 690 Sherbrooke Street West. Starting December 13, 2023, at noon, 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 Instagram account used to enter the contest. It is to this person that the prize will be awarded if selected and declared the winner.