

Contest rules

“More for the Schoolyard” second edition

IMPORTANT: PLEASE READ THESE RULES (THE “**RULES**”) BEFORE ENTERING THE “MORE FOR THE SCHOOLYARD” CONTEST, PRESENTED BY KALEIDO GROWTH INC. (THE “**ORGANIZER**”).

1. CONTEST PERIOD

- 1.1. Contest entries will be accepted **from January 30, 2025, at 12:00 a.m.** Eastern Standard Time (EST) **until April 23, 2025, at 11:59 p.m.** EST (hereinafter referred to as the “Contest Period”).
- 1.2. One (1) random draw will be held at the Kaleido Growth Inc. head office (1035 Wilfrid-Pelletier Avenue, Suite 500, Quebec City, Quebec, G1W 0C5) according to the **Entry Periods** outlined below:

2. PARTICIPATION TERMS AND CONDITIONS

- 2.1. This contest is exclusively for Centres de la petite enfance (CPEs) in a facility, accredited daycare centres in a facility, and public or private educational institutions offering preschool and/or elementary education in the province of Quebec or New Brunswick (hereinafter referred to as “**Eligible Institutions**”).
- 2.2. Eligible Establishments must have a minimum full-time enrolment of fifteen (15) children or students.
- 2.3. All Quebec residents aged 18 or over and New Brunswick residents aged 19 or over are eligible to nominate an **Eligible Institution** as defined in these Rules.
- 2.4. The following are not eligible to enter this contest: employees, representatives and mandataries of Kaleido Growth Inc. and the Kaleido Foundation, scholarship plan representatives and regional managers for Kaleido Growth Inc., members of the contest committee that oversees the random draw, as well as the immediate family members of the latter (parents, siblings, children and spouses) or individuals residing at the same address.
- 2.5. To nominate an **Eligible Institution**, Participants must visit <https://www.kaleido.ca/fr/concours/plus-pour-leur-cour/> during the **Contest Period** and follow the participation instructions, including completing and submitting the official Eligible Institution nomination form (hereinafter referred to as the “**Form**”).
- 2.6. Subject to paragraphs 2.7 and 2.8, a limit of one (1) entry per email address will be accepted.
- 2.7. A Participant may obtain additional entries if one or more persons referred by the Participant, via the personalized Participant URL received in the confirmation email, also enter the Contest; the Participant will receive one additional entry for each completed referral entry. The referred person must have an ongoing business or private relationship, or a family or personal connection, with the Participant.
- 2.8. A Participant may also receive an additional entry if he or she completes the detailed “**One More Chance**” form, for which he or she received a personalized link in the confirmation email.
- 2.9. No purchase necessary.

3. PRIZE DESCRIPTION

- 3.1. The grand prize (hereinafter referred to as the “Prize”) consists of one (1) award of twenty-five thousand dollars (\$25,000) offered to an **Eligible Institution** as defined in these Contest Rules.

- 3.2. The Prize must be allocated in its entirety to a schoolyard improvement project to better meet children's needs: play modules, sports equipment, outdoor classroom, synthetic surface, greening of the outdoor area, etc.
- 3.3. Any costs or expenses related to the schoolyard improvement project that exceed \$25,000 will be the sole responsibility of the **winning Eligible Institution**.
- 3.4. The Prize may differ from the photos used in the Contest's advertising and promotional materials, including social media advertisements, print advertisements, the website or digital advertisements.
- 3.5. The odds of winning the Prize depend on the number of valid entries received during the **Contest Period**. Each entry submitted in accordance with paragraphs 2.5, 2.7 and 2.8 for an **Eligible Establishment** as defined in the Contest Rules constitutes a valid entry.

4. AWARDING OF THE PRIZES

- 4.1. In a random draw, one (1) winning **Eligible Institution** will be selected from all entries received during the **Contest Period**.
- 4.2. Kaleido Growth Inc. will contact the winning **Eligible Institution** by telephone within fifteen (15) business days following the draw.
- 4.3. For the **Eligible Institution** to be declared the winner, the person responsible for the Eligible Institution must correctly answer a simple mathematical question. If the responsible person does not answer the mathematical skill-testing question correctly or cannot be reached within fifteen (15) days following the random draw dates, the entry will be cancelled and another entry will be drawn at random until the Prize is awarded.
- 4.4. To be declared the winner, the Institution must be eligible as defined in these Contest Rules and comply with all conditions herein.
- 4.5. Before receiving the cash Prize, the winning **Eligible Institution** must submit a quote for the schoolyard improvement project by **July 31, 2025**.
- 4.6. Before receiving the cash Prize, the winning **Eligible Institution** must submit a quote for the schoolyard improvement project, for the minimum amount of \$25,000, no later than **December 1, 2025**. The prize amount will be paid to the winning Eligible Institution following Kaleido's receipt of the submission, if it complies with these rules.
- 4.7. A cheque presentation event organized by Kaleido must take place at the winning **Eligible Institution's** site between **June 2 and June 6, 2025**, on a date and in a format that will be agreed upon by both parties.

5. OTHER TERMS AND CONDITIONS

- 5.1. The designated person responsible for the winning **Eligible Institution** must sign a document attesting to the Institution's eligibility and compliance with the terms and conditions of these Contest Rules.
- 5.2. The designated person responsible for the **Eligible Institution** must agree to comply with these Contest Rules without restriction and to abide by all decisions of Kaleido Growth Inc. and/or the Kaleido Foundation, which decisions, except as otherwise specified in these Contest Rules, are final and binding in all respects as regards the Contest.

- 5.3. The designated responsible person must agree that the name of the **Winning Institution**, its administrative region, and the photos and videos taken at the time of the official award ceremony, the ground-breaking ceremony, the execution of the work, and the completion of the work may be used by Kaleido Growth Inc. or the Kaleido Foundation for the purposes of disseminating information about the Contest and promoting the Contest, including on the Internet (including social media), without compensation. No right of transmission, printing or publicity may be claimed by the prize winner. The designated person will have to document the progress of the work by taking photos and/or videos and send the images to Kaleido Growth Inc. so that it can publish them on social media. Kaleido Growth Inc. will obtain the consent of any staff and students appearing in the video or images.
- 5.4. The winning **Eligible Institution** and its employees, agents, representatives and users release Kaleido Growth Inc. and the Kaleido Foundation from any liability for damages or losses stemming from participation in this contest or from the awarding, acceptance or use of the Prize.
- 5.5. The Prize will be accepted as awarded and may not be exchanged, sold or transferred except as specified in these Rules. The Prize must be used as described in these Contest Rules. No substitutions or deadline extensions will be granted. The Prize cannot be exchanged for cash.
- 5.6. Refusal to accept a Prize releases KGI and the Kaleido Foundation from any liability or obligation toward the winning **Eligible Institution**.
- 5.7. Contest participation implies acceptance of these rules, which shall be applied by KGI. All decisions by the latter are final.
- 5.8. The contest and its rules are subject to the laws in effect in the province of Quebec and shall be interpreted pursuant thereto.
- 5.9. For Quebec residents: Disputes concerning the organization or conduct of this contest may be referred to the *Régie des alcools, des courses et des jeux* (RACJ) for a ruling. A dispute regarding the awarding of a prize may be submitted to the RACJ strictly for the latter's intervention in an attempt to resolve the issue.
- 5.10. Kaleido Growth Inc. and/or the Kaleido Foundation reserve the right to cancel the Contest in whole or in part or to delay it for any reason whatsoever without prior notice.
- 5.11. The contest rules are available online at <https://www.kaleido.ca/documents/reglement-concours-plus-pour-leur-cour.pdf> and can be obtained upon written request sent to *Kaleido Growth Inc., 1035 Wilfrid-Pelletier Avenue, Suite 500, Quebec QC G1W 0C5*.

Do you have any questions? Please contact us at relationsmedias@kaleido.ca for more information.

Kaleido Growth Inc., distributor and manager of the scholarship plans promoted by the Kaleido Foundation.