

# CO-OP<sup>®</sup> UNWRAP THE SEASON 2023 – CONSUMER GAME OFFICIAL RULES

The “CO-OP<sup>®</sup> Unwrap the Season 2023” Consumer game (the "Game") is offered by Federated Co-operatives Limited ("Game Sponsor") at the Game Sponsor’s participating member retail co-operatives’ CO-OP<sup>®</sup> Food stores, Gas Bars, Home and Building Centres in Ontario, Manitoba, Saskatchewan, Alberta (Excluding all Calgary Co-operative Association Limited (“Calgary Co-op”) locations), British Columbia and the Northwest Territories (“Participating Retail Co-ops”) and is administered by WSP International Limited (“Administrators”). Game Sponsor, Participating Retail Co-ops and Administrators hereinafter will be referred to as the “Game Entities”.

## NO PURCHASE NECESSARY TO PLAY.

**General Game Information:** Customers can earn online ballot entries for chances to win prizes by registering on our contest website and entering Bonus Codes (as described in Rules 3, below). Any questions, concerns or comments regarding the Game can be forwarded to [support@unwrappheseason.ca](mailto:support@unwrappheseason.ca) or by sending a self-addressed, stamped envelope to "Co-op Unwrap the Season, c/o P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4".

1) **GAME DATES:** The Game begins at 12:01 am ET on November 9, 2023 (the "Game Start Date") and is scheduled to end on January 3, 2023, at 11:59 pm PT (the "scheduled Game End Date"). The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period".

2) **WHO CAN PLAY:** The Game is open to all legal residents of Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Northwest Territories who have reached the age of majority in their Province or Territory of residence as of Game Start Date. Employees, operators and directors of Participating Retail Co-ops (“Team Members”), as well as those persons that reside with any Team Member are not eligible to enter the consumer Game. There is a separate Game for Team Members only. Employees and members of the Board of Directors of the Game Sponsor and Game Sponsor's subsidiaries as well as all General Managers, Chief Executor Officers and Board of Directors of any of the Participating Retail Co-ops (“Limited Eligibility Players”) as well as those persons that reside with any Limited Eligibility Player are eligible to win prizes in the Game up to a maximum value of \$50.00. Employees of the Administrators or the Game Sponsor's distributors, sales representatives, advertising and promotion agencies, and agents, participating prize sponsors, or any entity that the Game Sponsor contracts with, specific to this contest, as well as those persons that reside with such employees, are NOT eligible to play or win prizes.

3) **HOW TO PLAY:** Go to [www.unwrappheseason.ca](http://www.unwrappheseason.ca) at any time throughout the Game Period and follow the instructions to complete the online registration form. Follow the instructions on-screen to complete the electronic registration form, including but not limited to your first name, last name, phone number, postal code, and valid email address. Once registered, look for Bonus Codes that the Game Sponsor will post on their social media pages and / or other advertising or promotional venues, and enter at [www.unwrappheseason.ca](http://www.unwrappheseason.ca). You will automatically receive two (2), five (5), ten (10), fifteen (15), or twenty-five (25) Ballot Entries into one of the Prize Draw Categories (listed below in Table 1: Prize Drawings). Bonus Codes can only be entered once. The Game is in no way sponsored, endorsed, or administered by, or associated with Facebook, Instagram, or Twitter.

4) **PRIZE DRAWS DETAILS:** There are a total of eighty (80) prizes available to be won. All winners will be randomly selected for each prize drawing from among all eligible Ballot Entries received prior to the date of each drawing. All non-winning Ballot Entries will automatically rollover into any subsequent drawing(s). All drawings will be conducted at the Administrator’s offices in Markham, Ontario at 2:00pm EST, on the drawing dates shown in Table 1 below. Winners must correctly answer the mathematical skill-testing question on the Release Form. The following prizes are available to be won:

**Table 1: Prize Drawings**

Prize Draw Category	Number of Prizes Available	Prize Value	Drawing Date(s)
\$50.00 CO-OP <sup>®</sup> Gift Cards	56	\$50.00	Daily from November 10, 2023, to January 4, 2024
\$1,000 in Co-op Home Centre Gift Cards	8	\$1,000.00	One (1) prize drawn on November 16, November 23, November 30, December 7, December 14, December 21, December 28, 2023, and January 4, 2024
Free Gas for a Year	8	\$3,200.00	One (1) prize drawn on November 16, November 23, November 30, December 7, December 14, December 21, December 28, 2023, and January 4, 2024
Free Groceries for a Year	8	\$5,200.00	One (1) prize drawn on November 16, November 23, November 30, December 7, December 14, December 21, December 28, 2023, and January 4, 2024

### **Additional Details on Prizes:**

**\$1,000 in Co-op Home Centre Gift Card Prizes:** Will be redeemed in CO-OP® gift cards in varying denominations totalling \$1,000.00.

**Free Gas for a Year Prizes:** Will be redeemed in CO-OP® gift cards in varying denominations totalling \$3,200.00.

**Free Groceries for a Year Prizes:** Will be redeemed in CO-OP® gift cards in varying denominations totalling \$5,200.00.

**No cash or substitution, in whole or in part, is allowed for any prize except by Game Sponsor, except as described herein. Game Sponsor reserves the right to substitute any prize without qualifying it. No compensation or substitute is offered for any portion of the prize not claimed or utilized; any portion of the prize not utilized, and its corresponding value will be forfeited. Prizes are not transferable, nor assignable, except as specified herein. Prizes may not be exactly as shown in the Game publicity or promotional materials.**

**5) NOTIFICATION AND REDEMPTION:** If you have been selected as a potential winner in any of the drawings described above, the Game Sponsor or Administrator will notify you via e-mail and/or phone. As a condition of receiving any prize, winner must have signed and returned, within seven (7) days of receipt, the Game Sponsor's Statement of Compliance, Release, and Indemnity Agreement under which, among other matters, winner confirms his/her compliance and eligibility with these Official Rules, completes, releases, and indemnifies Game Entities, Administrator, and other certain parties. In addition, claimed winners must have correctly answered the mathematical skill-testing question on the Release Form. If a potential winner refuses or fails to timely return the required documents, in accordance with these Official Rules, or is found to have violated the Official Rules of the Game in any way, or is deemed ineligible to receive a prize for any reason, or if any prize or prize notification from Game Sponsor or Administrator is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. If a potential winner is disqualified and forfeits the prize, Game Sponsor may hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received.

All prizes will be shipped to or redeemed at the Participating Retail Co-op closest to winner's valid disclosed address by prepaid delivery. Allow approximately four (4) to eight (8) weeks for shipment of prizes to Participating Retail Co-op following verification. Distribution of prizes will be done in a timely manner without undue delay. Upon receipt of the prize, the Participating Retail Co-op will contact you by telephone and/or mail to make arrangements for you to pick the prize up at the Participating Retail Co-op. A minimum of three (3) attempts will be made to contact the winner to arrange for pick-up of the prize. **Prizes that are not claimed within thirty (30) days of the third attempt to be contacted will be deemed forfeited.**

Prizes may not be transferred or assigned except as provided herein. No prize substitutions are allowed, except as provided herein. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value for reasons that may include but are not limited to unavailability; or production delays caused by labour disruptions, adverse weather conditions or other unforeseen events.

**6) ODDS CHART:** Odds of winning any prizes depend on the number of qualified entries received prior to each drawing, as described herein.

**7) PRIVACY:** Game Sponsor will be collecting personal data about you for the Game and for purposes of the game to validate winning entries. By entering the Game, you consent to the collection of personal data, and you grant Game Sponsor permission to send winner notification to you.

No such personal data will be transferred or sold to any third party except in the following circumstances:

- A) When you give us permission to do so;
- B) When in good faith we believe the law requires it;
- C) Under limited circumstances specifically described to you when we collect the information, such as in the rules of games, sweepstakes, or other promotions;
- D) To our respective agents for data processing purposes, our respective professional advisors, and promotional and marketing agencies, provided that such agents, professional advisors, and promotional and marketing agencies are restricted from using the information for any purpose other than as described in these Official Rules.
- E) To Game Sponsor's agents for data processing purposes, or to its professional advisors and promotional and marketing agencies, provided that such agents, professional advisors, and promotional and marketing agencies are restricted from using the information for any purpose other than as described in these Official Rules.

Game Sponsor may match aggregated, statistical user information to parameters established by third parties, without releasing any personally identifiable information. Game Sponsor may share aggregate information with trading partners, co-branded locations, participating sponsors, and advertisers; however, this aggregated information will not contain personally identifiable information. Any requests for access to the information that entrants have supplied, or to update or rectify such information, must be made in writing by

sending a self-addressed envelope with your request to: "Co-op Unwrap the Season, c/o P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4".

Federated Co-operatives Limited (FCL) respects your right to privacy and will use your personal information only to conduct the Contest and for the purpose as described in the Official Rules. Information collected is used solely to administer the Contest and is not sold, rented, or loaned to any third parties. No correspondence will be entered into except with selected entrants (unless you have opted in to receive future offers and communications from CO-OP). FCL will manage the entrant's personal information in accordance with its privacy policies and practices, which can be accessed by contacting the FCL privacy officer at [privacy@fcl.crs](mailto:privacy@fcl.crs); and in accordance with applicable laws. By completing and submitting a contest entry form you consent to the collection, use and disclosure of your personal information for the purposes stated herein.

8) **PUBLICITY:** Acceptance or Submission of a Prize or Prize claim or submitting an Electronic Entry Registration Form (see Rule 3C above) constitutes permission for the Game Entities to use your name, voice, picture, or other likeness for advertising, marketing, public relations, or other promotional purposes worldwide in commerce and in any media without limitation or further compensation.

9) **RESTRICTIONS:** The following are prohibited and will result in automatic and immediate disqualification from the Game: (1) Using any method to obtain entries by any means other than those described in these Official Game Rules (see General Game Rules); (2) Using any method that artificially increases odds of winning; (3) using any robotic, automatic, mechanical, programmed or any similar entry duplication method to enter or to claim any prize online; (4) non-compliance with these Official Rules; and (5) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game. Game Sponsor further reserves the right, at its sole discretion, to disqualify, disallow, block entry, and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

10) **LIST OF WINNERS:** The names of the major prize winners and a copy of the complete Official Rules are available online at [www.unwraptheseason.ca](http://www.unwraptheseason.ca) or can be requested by mail by sending a self-addressed, stamped envelope to "Co-op Unwrap the Season, c/o P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4". Please specify "Rules" and/or "Winner's List" with your request.

11) **GENERAL TERMS AND CONDITIONS:** Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Entities, which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Rules and where prohibited by law and is subject to all applicable federal, provincial, local, and municipal laws and regulations. The Game Sponsor reserves the right to terminate or withdraw the Game or to amend these Official Rules at any time, without prior notice. As a condition of acceptance of any Prize, the entrant, their heirs, executors, administrators, and assigns, **RELEASE AND FOREVER DISCHARGE** the Game Entities from and against, any and all Claims (which term includes without limitation all costs and liabilities of any kind (including solicitor fees), actions, claims, causes of action, or proceedings for damages), **INCLUDING ANY CLAIMS ARISING FROM ANY ACT OF NEGLIGENCE OF THE GAME ENTITIES**, that the entrant now have, or may hereafter have against the Game Entities directly or indirectly resulting or arising from: (i) participation in the Game, or the awarding, acceptance, use, or misuse of the Prize, or traveling to, preparing for, or participating in any Game-related or Prize-related activity; or (ii) the publicity rights granted to the Game Entities as described in the Publicity Release above. It is understood that there may be serious risks of bodily injury, death, or property damage associated with the use or misuse of any Prize, and you voluntarily assume these risks. The entrant may be required to pay any taxes associated with the awarding of any Prize. Any claim or dispute with respect to the Game, the Prize, or this Agreement shall be governed by Saskatchewan law and any proceedings in relation to any such claim or dispute shall be resolved exclusively by Saskatchewan courts. If any portion of this document is determined to be unenforceable by a court of law, all other parts of this document shall remain in full force and effect, and that the conditions and covenants herein shall be binding on the entrants' heirs and assigns.

PRIZES SHALL BE ACCEPTED "AS IS." IT IS UNDERSTOOD THAT THE GAME ENTITIES HAVE NOT MADE ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, REGARDING THE PRIZE, OR ANY SUBSTITUTE PRIZE. ALL ENTRIES AND PRIZE CLAIMS RECEIVED BECOME THE PROPERTY OF GAME SPONSOR AND WILL NOT BE RETURNED. GAME SPONSOR RESERVES THE RIGHT TO CANCEL OR MODIFY THE GAME IF FRAUD, TECHNICAL FAILURES INCLUDING WITHOUT LIMITATION ANY NETWORK, SERVER OR HARDWARE FAILURE OR ANY OTHER FACTOR BEYOND THE GAME SPONSOR'S REASONABLE CONTROL IMPAIRS THE INTEGRITY OF THE GAME AS DETERMINED BY THE GAME SPONSOR IN ITS SOLE DISCRETION. IN THE EVENT SUCH IMPAIRMENT RESULTS IN CANCELLATION/MODIFICATION, GAME SPONSOR RESERVES THE RIGHT TO SELECT WINNERS IN RANDOM DRAWINGS FROM AMONG ALL VALID ENTRIES/PRIZE CLAIMS RECEIVED AS OF THE TIME SUCH ACTION WAS TAKEN.

Prizes must be accepted as awarded and are not transferable. No prize substitutions or cash redemptions allowed except as provided herein. Total approximate value all available prizes and discounts: CDN \$78,000.00.

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Game Sponsor: Federated Co-operatives Limited, Saskatoon Saskatchewan, S7K 0H2, Canada.  
Administrator: WSP International Limited, Markham, Ontario, L3R 1H5, Canada.

2023 Unwrap the Season promotion Official Rules dated October 31, 2023.