

# BCfresh Warba-licious New Nugget Potato Recipe Challenge 2013

## Challenge Rules (the "Contest Rules")

### 1. Eligibility

This challenge is only open to legal residents of British Columbia and Alberta who have reached the age of majority in their province as of June 8, 2013. Employees, officers and directors of BC Fresh Vegetables Inc. dba BCfresh ("Sponsor"), their respective representatives, agents, growers, advertising and promotional agencies, affiliated and related companies, members of the immediate family (parents, children, siblings and spouse, regardless of where they live) and household of such employees, are not eligible.

All federal, provincial and local rules and regulations apply.

### 2. How to Enter

Contest begins June 8, 2013, at 12:01 a.m. (PT) and all entries must be submitted by July 7, 2013, at 11:59 p.m. (PT) (hereinafter referred to as the "Contest Closing Date"). Entries can be made by emailing link to submission to brian[at]bcfreshinc[dot]com. Entries can only be made by electronic submission as above.

Entrants will be asked to provide the following mandatory information: their first and last name, street address, city, province, area code, phone number, email address, date of birth, and blog website URL or URL location of submission. All mandatory information must be completed. Illegible or incomplete entries will be void. The use of any automated equipment to participate in this Contest is prohibited.

All entries become the property of Sponsor who assumes no responsibility for lost, late, delayed, destroyed or misdirected mail or e-mail or any computer or telecommunication errors or malfunctions. No correspondence will be entered into except with eligible winning entrants. Sponsor also does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. Sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest. All decisions of the Sponsor are final in all matters as they relate to this Contest.

Once submitted, all recipes become the property of Sponsor. Entry constitutes permission to edit, modify, adapt, publish and otherwise use the recipe in any way without compensation.

By entering this challenge, entrants grant consent to use name and likeness for editorial, advertising and publicity purposes, without further compensation (except where prohibited). Furthermore, entrants grant consent to use all photos and videos for a period ending July 31, 2014. All challenge rules are subject to change by Sponsor without notice.

### 3. Prizes

There will be four Prizes available to be won in each challenge category, each consisting of one gift card for a valid Canadian retailer, as selected by contest winner and best efforts made by contest Sponsor to procure said gift card. The following prizes are available to be won: One (1) Grand Prize consisting of a Four Hundred Dollar (\$400.00 Cdn.) Gift Card; Three (3) Category Winners, each consisting of a One Hundred Dollar (\$100.00 Cdn.) Gift Card.

Chances of winning are based on the number and quality of entries received.

### 4. Selection of Prize Winners

Between July 8, 2013 and July 12, 2013 judging will take place at BCfresh corporate offices with winners selected by July 19, 2013. Sponsor will attempt to contact the selected winning entrants by phone or by e-mail ONLY within five (5) business days following the draw date. Winners will be required to sign a Receipt, Release and Discharge and/or any other document. In the event that a selected entrant is disqualified from eligibility or cannot be contacted within five (5) business days following each draw, Sponsor shall have the right to select another entrant as a Prize Winner and the Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard.

Prize must be accepted as awarded, is not transferable and cannot be converted to cash. All expenses, taxes, surcharges and issuance or other fees not described as included in the Prize are the sole responsibility of the Prize Winner. Except as expressly warranted herein, the Prizes are provided to Prize Winners "as is" without further warranty of any kind. Sponsor reserves the right, in its sole discretion, to substitute all or any of the prizes for prizes of equal or greater value should all or part of a prize become unavailable for any reason.

## 5. Judging Criteria for Selection of Prize Winners

Criteria for winning the Contest include:

All recipes will be reviewed by Sponsor representatives. Recipes not meeting the eligibility criteria will be eliminated. Sponsor representatives will taste/judge recipes that qualify. Each recipe will receive a score of 0 to 100 based on the following criteria:

Criteria	Example	Points
Final Product Presentation (photo)	Does the picture make your mouth water?	20 points
New Potato Photo (with pink eyes)	Did you capture their good side?	20 points
Simplicity	Is it convenient and simple enough for everyone to try?	20 points
Originality	Do you use new nuggets in a creative or unique way?	20 points
The Story	Does the recipe have a good back story?	20 points

## 6. General Terms and Conditions

Entrants agree to abide by the terms of these Official Rules and by all decisions of the Sponsor, which are final in all matters pertaining to the Contest. Contest is subject to all applicable laws. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate Prize Winner. By entering, participants release and hold harmless Sponsor, its affiliated and related companies and advertising, promotion agencies and all of their respective directors, officers, shareholders, employees, agents, successors and assigns (collectively, the "Contest Entities") from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or any prize won.

Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest and to ban the individual from any future contest of the Sponsors that it finds or believes to be tampering with the entry process or the operation of the Contest; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

## 7. Limitations of Liability

BC Fresh Vegetables Inc. is not responsible for any damage to participant's computer occasioned by participation in this challenge. By entering and participating in the Challenge, each entrant agrees on behalf of itself and each of entrant's heirs, executors, and administrators (A) to release and hold harmless BC Fresh Vegetables Inc. and its respective officers, directors, growers, and employees (collectively, "Released Parties") from any and all liability, rights claims and causes of action that entrant may have or which may arise against the Released Parties for any illness, injury, death, loss, litigation, or personal or property damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the or Challenge and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (B) that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, with respect to any Prize, including, without limitation, to such Prize's quality or fitness for a particular purpose; and (C) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Challenge itself, and to be bound by all decisions BC Fresh Vegetables Inc., which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at the sole discretion of BC Fresh Vegetables Inc.

The BC Fresh Vegetables Inc. makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any Prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND BC FRESH VEGETABLES INC HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

By acceptance of prize, and except where prohibited by law, winners consent to use of name and/or photograph for publicity purposes without further compensation. Void where prohibited by law. All federal, state and local regulations apply. Winners are responsible for all taxes. Names of winners will be posted on [bcfreshvegetables.com](http://bcfreshvegetables.com)