Stephen Avenue Summer Contest

This Contest is open to Alberta residents only and is governed by Canadian law.

1. CONTEST PERIOD

The City of Calgary's ("**The City**") Stephen Avenue Summer Contest (the "**Contest**") will start at 12:00 a.m. Mountain Daylight Time ("**MDT**") on July 20, 2026, and end at 11:59 p.m. MDT on September 30, 2026 (the "**Contest Period**").

2. ELIGIBILITY

2.1 The Contest is open to residents of Alberta who at the time of entry:

(i) are 18 years of age or older;

(ii) comply with these Contest Rules; and

(iii) are not identified below as individuals who are not eligible to enter the Contest,

("**Eligible Entrants**").

2.2 The following individuals are not eligible to enter the Contest:

(i) employees, agents and representatives of The City;

(ii) The City's Mayor, Councillors, and affiliated staff;

(iii) other individuals directly involved in the administration of the Contest; or

(iv) individuals who reside with or who are members of the immediate family of any of the individuals specified in (i) through (iii).

For the purpose of the Contest Rules, "immediate family" means a parent, sibling, child, or spouse (whether common law or otherwise).

2.3 All entries are subject to verification by The City at any time. The City reserves the right, in its sole and absolute discretion, to require from any entrant at any time for the purposes of the Contest proof of identity and/or eligibility in a form acceptable to The City, including, without limitation, government issued photo identification. Entrants who do not provide such proof in a timely manner and to The City's satisfaction in its sole and absolute discretion or do not otherwise prove identity and/or eligibility to the satisfaction of The City in its sole and absolute discretion will be disqualified from the Contest.

3. HOW TO ENTER

3.1 An Eligible Entrant may enter the Contest through one of the following methods of entry:

(i) Receipt Entry, as described in Sections 3.4-3.6 below; or

(ii) Free Entry (no purchase necessary), as described in Sections 3.7-3.11 below.

3.2 **An Eligible Entrant must enter through only one method of entry for the entirety of the Contest.**

3.3 Any entry which is not submitted in accordance with one of the two specified methods specified above or does not otherwise comply with these Contest Rules, including an entry received by The City after the end of the Contest Period, is void.

Receipt Entry

3.4 An Eligible Entrant must physically attend a participating Stephen Avenue business location set out in Schedule "A" attached (a "**Participating Business**") during the Contest Period and make a purchase of any value and retain the receipt for The City's validation. If drawn as a winner of the Contest, the Eligible Entrant will be required to provide the receipt of their purchase before claiming a Prize (the "**Receipt Entry**").

3.5 Upon The City's receipt of an Eligible Entrant's Entry Form and declaration of the Receipt Entry method in accordance with these Contest Rules, such Eligible Entrants will receive a maximum one (1) entry into the Contest.

3.6 Each Eligible Entrant is permitted to rely on a single receipt for entry into the Contest. Multiple submissions by the same individual will not be accepted.

Free Entry

3.7 The Free Entry method does not require purchase at a Participating Business, and instead, an Eligible Entrant selected as a winner of the Contest is required to sufficiently provide a written answer to the question below (the "**Free Entry**").

3.8 The question that Eligible Entrants using the Free Entry must answer is as follows (the "**Free Entry Question**"):

"**What is your favourite thing about the changes to Stephen Avenue as a result of the recent revitalization project**?"

3.9 The answer to the Free Entry Question must:

(i) be coherent and legible;

(ii) be completed by the Eligible Entrant for the purpose of this Contest;

(iii) be between 75 – 100 words in total; and

(iv) not contain any content which, in the sole and absolute discretion of The City, is considered to be inappropriate, objectionable, offensive, illegal, hateful, discriminatory, or defamatory.

3.10 Upon The City's receipt of an Eligible Entrant's Entry Form and declaration of the Free Entry method in accordance with these Contest Rules, such Eligible Entrant will receive a maximum one (1) entry into the Contest.

3.11 **The Eligible Entrant agrees that The City may publish their answer to the Free Entry Question in its marketing related to Stephen Avenue.**

4. ENTRY FORM

4.1 Regardless of whether an entrant chooses to enter via the Receipt Entry or Free Entry, entrants must visit this website link and complete the online entry form (the "**Entry Form**") in accordance with these Contest Rules. The Entry Form must be completed and include the following information about the Eligible Entrant:

(i) first and last name;

(ii) phone number;

(iii) email address; and

(iv) select the Method of Entry.

4.2 The Entry Form also requires a mathematical skill testing question to be completed.

4.3 Failure to complete the Entry Form in its entirety will void an entry.

5. CONTEST DRAWS

5.1 For the purposes of the Contest Rules, "**Eligible Entry**" means an entry that has been submitted via an Entry Form in accordance with the Contest Rules by an Eligible Entrant.

5.2 There will be six (6) draw dates over the Contest Period, taking place on July 27, August 3, August 10, August 17, August 24 and August 31, September 8, September 15, September 22, September 30, 2026 (each a "**Draw Date**"). On each Draw Date, ten (10) entries will be randomly drawn from all Eligible Entries (excluding those that have already been drawn on a previous Draw Date) received until such Draw Date. Draws will be conducted by The City in Calgary, Alberta. Eligible Entrants need not be present. The City reserves the right to change the date, time and location for a draw in its sole and absolute discretion.

5.3 If an entry that is selected is deemed void due to disqualification of the entrant or for any other reasons specified in these Contest Rules, another Eligible Entry will be randomly selected from amongst the remaining Eligible Entries.

5.4 Non-selected Eligible Entries will be automatically carried forward and included in draws conducted on the subsequent Draw Date.

6. ODDS OF WINNING

The odds of being selected as a Contest winner depends upon the total number of Eligible Entries submitted prior to the applicable Draw Date.

7. PRIZES

7.1 There are a total of sixty (60) prizes available to be won, each either a gift card provided by a Participating Business (thirty (30) gift cards in total) or a Downtown Calgary Gift Card redeemable at various downtown Calgary businesses (thirty (30) gift cards in total), and each in the amount of one-hundred Canadian dollars ($100.00) (the "**Prize(s)**").

7.2 Ten (10) Prizes will be awarded on each of the six Draw Dates. Of the ten gift cards awarded each week, five (5) will be provided by Participating Businesses, and the remaining five (5) will be a Downtown Calgary Gift Card. **Prizes will be assigned randomly to Contest winners and must be accepted as awarded.**

7.3 The City reserves the right, in its sole and absolute discretion, to substitute one or more Prizes in whole or in part with another prize or prizes of equal or greater value if any or all of the Prizes are unavailable or if one or more Prizes cannot be awarded as described for any other reason. If a winner is unable to redeem a Prize due to reasons beyond the control of The City and its employees, agents and representatives, no compensation or substitution prize will be awarded. Winners are solely responsible for any costs or expenses incurred in claiming or using their Prize. All applicable taxes, including all federal, provincial, municipal, and other taxes are the sole responsibility of the winners. The winners are solely responsible for all other costs not expressly described herein.

7.4 The Eligible Entrant acknowledges that Prizes are provided by third parties and may be subject to additional terms and conditions. Additional information on gift cards provided by the Calgary Downtown Association may be found at: Downtown Gift Card | Calgary Downtown Association.

8. NOTIFICATION

8.1 An Eligible Entrant whose Eligible Entry is selected will be contacted by a representative of The City by phone number and/or email at the contact information provided in the Entry Form.

8.2 If an Eligible Entrant does not respond to The City within 24 hours of being contacted by phone, The City will send an email to the Eligible Entrant at the email address listed on the Entry Form. If the Eligible Entrant does not respond to the email within three (3) calendar days of the date that such email was sent, or if there is a return of any notification as undeliverable, or if the Prize cannot be awarded in a timely manner for any other reason, then (i) the selected Eligible Entry will be deemed void and the Eligible Entrant will forfeit the Prize, and (ii) another Eligible Entry will be randomly selected from amongst the remaining Eligible Entries.

9. SELECTED ELIGIBLE ENTRANT VERFICATION AND PRIZE CLAIM CONDITIONS

In order to be declared a winner or receive any Prize, an Eligible Entrant whose Eligible Entry is selected must first:

(i) sign a declaration and release form (the "**Release Form**"), which (among other things) confirms:

(a) compliance with the Contest Rules;

(b) acceptance of the Prize as awarded without substitution;

(c) if the Eligible Entrant has selected the Free Entry Method as the Method of Entry, the answer provided to the Free Entry Method Question may be published by The City; and

(d) release of The City and the applicable Participating Business, their affiliated and related companies, advertising and promotional agencies, and their shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from any liability in connection with the Prizes or the Contest;

(ii) if the Eligible Entrant has selected the Receipt Entry, provide proof of purchase from a Participating Business during the Contest Period; and

(iii) if the Eligible Entrant has selected the Free Entry, provide an answer to the Free Entry Method Question in accordance with these Contest Rules.

10. PRIZE DELIVERY

10.1 Notwithstanding any other provision of the Contest Rules, The City or its representatives will, in its sole and absolute discretion, determine how the delivery of the Prize will occur and this may be either in a Prize presentation ceremony, Prize by mail or in-person pick-up. Any expenses associated with the Prize not specified herein, including but not limited to travel to/from the Prize presentation ceremony will be the responsibility of the winner.

10.2 The Eligible Entrant acknowledges and agrees that delivering the Prize will fully satisfy all obligations that The City may have in connection with the awarding of any Prize.

11. FORFEITURE OF PRIZES

If an Eligible Entrant whose Eligible Entry is selected:

(i) does not respond to The City as described in Section 8.2;

(ii) fails to provide proof of identity;

(iii) has selected the Free Entry and fails to provide an answer to the Free Entry Question as required by these Contest Rules;

(iv) has selected the Receipt Entry and fails to provide proof of purchase from a Participating Business during the Contest Period;

(v) fails to return the properly executed Release Form within the specified time; or

(vi) is determined solely by The City to have violated the Contest Rules or does not meet all conditions of the Contest,

the selected Eligible Entry will be deemed void, the Eligible Entrant will forfeit all rights to the Prize, and The City will randomly select another Eligible Entry from the remaining Eligible Entries.

12. PROTECTION AND USE OF PERSONAL INFORMATION, CONSENT TO RECEIVE COMMUNICATIONS FROM THE CITY, PUBLICITY RELEASE

12.1 The personal information being collected for this Contest is collected under the authority of section 4(c) of the *Protection of Privacy Act*, P-28.5 2024 ("***POPA***"), for the purpose of processing your entry for the Contest. Your personal information will be managed and protected in accordance with the provisions of the *POPA*. If you have any questions about the collection or use of your personal information, please contact Robyn Loose at 403-512-3511 or robyn.loose@calgary.ca.

12.2 By participating in the Contest, each entrant agrees and consents to The City and its employees, agents, and representatives, collecting, using and disclosing personal information submitted with their entry only for the purpose of administering the Contest and in accordance with The City's privacy policy (calgary.ca/info-requests/privacy-policy.html), and the *POPA* unless the entrant otherwise agrees in writing.

12.3 By participating in the Contest, each entrant agrees and consents to receiving emails and phone calls from The City to inform the entrant of Contest information, and any other general notifications about the Contest.

12.4 Each winner consents to the collection, use and disclosure by The City and its employees, agents, and representatives of their name, city of residence, statements, photographs, audio/video recordings and/or likeness in or for any related publicity or promotion caried out by or on behalf of The City in any manner, including print, broadcast or the Internet, without further notice or compensation (except where prohibited by law).

13. THE CITY'S INTELLECTUAL PROPERTY

All intellectual property used by The City in connection with the promotion and/or administration of the Contest, including, without limitation, any and all trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and

representations are owned (or licensed, as the case may be) by The City and/or its affiliates. All rights are reserved. Unauthorized copying or use of any such intellectual property without the express written consent of its owner is strictly prohibited.

14. RIGHT TO SUSPEND, AMEND, OR TERMINATE THE CONTEST

14.1 The City reserves the right, in its sole and absolute discretion, to suspend, amend, or terminate the Contest, in whole or in part, at any time and without notice or obligation or to amend the Contest Rules in any way if, in its sole and absolute discretion, The City determines that it is necessary as a result of any event which threatens the administration, security, fairness, integrity, or proper conduct of the Contest.

14.2 The City reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in the Contest Rules, to the extent necessary, for purposes of verifying compliance by any entrant or entry with the Contest Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of The City, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in the Contest Rules, or for any other reason.

15. APPLICABLE LAWS AND DISPUTE RESOLUTION

15.1 The Contest is subject to all applicable federal, provincial, and municipal laws and regulations. Any entries not complying with any applicable federal, provincial, and municipal laws or regulations will be considered to be null and void. All issues and questions concerning the construction, validity, interpretation, and enforceability of the Contest Rules, or the rights and obligations of the entrant and The City in connection with this Contest shall be governed by and construed in accordance with the laws of the Province of Alberta.

15.2 Each entrant agrees that:

(i) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, the Contest Rules or any Prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceedings shall take place exclusively by the appropriate court of the Province of Alberta in Calgary, Alberta;

(ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event shall lawyers' fees be included; and

(iii) the entrant hereby waives all rights to claim and/or receive punitive, incidental, and/or consequential damages, and/or any other damages, other than for out-of-pocket expenses, and the entrant further waives the right to claim and/or receive any damages multiplied or otherwise increased for any reason whatsoever.

16. LIMITATIONS OF LIABILITY

By entering this Contest, the entrant acknowledges and agrees that The City and the Released Parties shall not be responsible for, and the entrant shall hold The City and the Released Parties harmless from and against, any and all claims, damages, including compensatory, direct, incidental, consequential or other damages, liabilities, costs and expenses ("**Losses**") with respect to or in any way arising from or in connection with the Contest or a Prize. The City and the Released Parties are not responsible for any Losses in connection with, but not limited to:

(i) incorrect or inaccurate information for any reason, including if caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any human or technical error which may occur in the processing of submissions in the Contest;

(ii) problems or technical malfunction of any telephone networks or communications line failure, computer on-line systems, servers or access providers, computer equipment, software, data transmission failure of email, or any technical problems or traffic congestion;

(iii) error, omission, interruption, deletion, defect, delay in operation or transmission, theft or destruction or authorized access to, or alteration of entries;

(iv) liability for physical injury, death, or property damage that the entrant, its heirs, successors or assigns have, might have or could have suffered, by reason of or arising out of participation in the Contest and/or in connection with the acceptance and/or exercise of the Prizes as awarded, damages to their computer system, mobile device, or other device related to or resulting from entering, participating or downloading materials in this Contest;

(v) claims based on negligence;

(vi) breach of contract;

(vii) fundamental breach;

(viii) failure of any third-party contractor or supplier to The City or used in connection with any aspect of the Contest to perform or deliver services;

(ix) any act of God or any other event beyond The City's control; or

(x) any dissatisfaction of any kind with any aspect of the Contest or any Prizes.

For greater certainty, neither The City nor the Released Parties are responsible for lost, late, incomplete, illegible, incomprehensible, or misdirected entries, postal delays, bugs, failure in servers, hardware or software transmission failure or loss, delayed or corrupted data. Additionally, neither The City nor the Released Parties are liable for any Losses that arise with respect to the awarding, receipt, possession, and use or misuse of a Prize.

17. ENTIRE AGREEMENT

By participating in this Contest, entrants acknowledge and agree that these Contest Rules, with any schedules attached, constitute the entire agreement between the parties, and there are no other provisions, agreements or collateral agreements affecting this Contest except as are expressly contained herein. All previous verbal or written agreements with respect to the subject matter of the Contest, including but not limited to those between any Participating Business and entrants, are hereby terminated and rendered null and void.

18. GENERAL CONDITIONS

18.1 By participating in this Contest, entrants agree to be legally bound by the Contest Rules and by the interpretation of these Contest Rules by The City. Entrants further agree to be bound by the decisions of The City, which shall be final and binding in all respects without right of appeal, including, without limitation, any decisions regarding eligibility or disqualification of entrants.

18.2 The Contest is void where prohibited or restricted by law. Entrants residing in areas where the Contest is void are ineligible to win a Prize.

18.3 Entrants who, in the sole and absolute discretion of The City, have been found to have tampered or attempted to tamper with the Contest, behaved in a manner that is inconsistent with City policies, or have not complied with the Contest Rules are subject to disqualification. Any attempt to deliberately undermine the legitimate operation of this Contest in any way (as determined by The City in its sole and absolute discretion) is a violation of criminal and civil laws and, should such an attempt be made, The City reserves the right to seek remedies and damages to the fullest extent permitted by law.

18.4 Illegible entries, incomplete entries, or entries submitted by those who do not meet the eligibility requirements will be deemed void if selected for a Prize. All entries become the sole property of The City and will not be returned or acknowledged. Except where expressly permitted under the Contest Rules, entries made from multiple addresses, accounts, under multiple identifications, or through the use of any device or artifice to enter multiple times will be deemed void if selected.

18.5 In the event of any discrepancy or inconsistency among the Contest Rules and disclosures, representations or other statements made by The City, the Released Parties, a Participating Business, or contained in any Contest-related materials, including, but not limited to, the Entry Form, website and/or point of sale, television, print, online or other advertising or correspondence, the Contest Rules shall prevail, govern and control.

18.6 If any provision of these Contest Rules is determined to be invalid or unenforceable in whole or in part, such invalidity or unenforceability attaches only to such provision and everything else in the Contest Rules continues in full force and effect.

Schedule "A"

Participating Business

- **Centini,** 160 8 Ave SE, Calgary AB T2G 5J2
- **A&W,** 150 8 Ave SE, Calgary AB T2G 0K6
- **Rosso Coffee Roasters,** 140 8 Ave SE, Calgary AB T2G 5J2
- **Thomsons,** 112 8 Ave SE, Calgary AB T2G 5P6
- **Stillwater Spa,** 700 Centre St S, Calgary AB T2G 5P6
- **One18 Empire,** 820 Centre St S, Calgary AB T2G 5J2
- **Milestones,** 107 8 Ave SE, Calgary AB T2G 0K4
- **Kanata Trading Post,** 116 8 Ave SE, Calgary AB T2G 0K6
- **Modern Steak,** 100 8 Ave SE, Calgary AB T2G 0K6
- **Saltlik,** 101 8 Ave SW, Calgary AB T2P 1B4