



CARE TO CHANGE COMPETITION RULES

Eligibility

One video entry per person or group/team. All entries must be post-marked no later than June 15, 2011 at 5:00 p.m. (Pacific), the Expiry Date. "UWLM" (contest sponsor) is not responsible for any entries delayed, incomplete, destroyed, mutilated, lost or misdirected. No purchase or payment is necessary for the entry into the Contest. All costs incurred by an entrant for the making of the video, the transfer of the video to a CD or DVD as required for submission, any printing or other related costs for the submission form or any other information, document or instrument required by this Contest, and all postage, are the responsibility of the entrant, and will not be reimbursed by UWLM or any other party associated with this Contest.

All entrants must be resident in the Province of British Columbia. All entrants who are under the age of majority in the Province of British Columbia, at the time of submission of the entry, must submit the Submission Form required to complete entry, signed by such entrants parent or legal guardian.

Each video entry can be created by a single contestant or by a group or team. Videos must be no longer than five minutes in length and must relate to United Way issues areas presented on the Ideas page of the caretochange website located at www.caretochange.com. Videos must not contain, depict or refer to any sexually explicit, disparaging, discriminatory, offensive, illegal or otherwise unsuitable language, activity or other content (as determined by UWLM, the contest sponsor, at its sole discretion).

Each video must meet all guidelines and criteria imposed by UWLM. If background music is used, for example, you are required to have appropriate licensing of such content, including by payment of all applicable royalties. All videos must be in English. Videos may be in black and white or colour and may be enhanced with graphics, special effects, animation or music.

By submitting a video to UWLM in this Contest you represent and warrant that you and/or your entry group/team are the original creator(s) of the video; that you are the sole owner(s) of the copyright and all other rights in the video and all content in and on the video; that you can provide written consent and a release from any person that is featured in the video; that the

submitted video meets all of the video eligibility requirements set out in these rules. All Contest entrants must be able to produce written consent from the parents or guardians of themselves and any person appearing in the submitted video if that entrant or participant is under the age of majority in the Province of British Columbia.

Any video or other information in any entry which, in the opinion of the UWLM in its sole discretion, is deemed to be inappropriate, will either not be posted to the Website, or, will be removed from the Website and, as such, will be ineligible for any Prize. All content must be owned solely by the entrant, cannot contain any content that is, in the opinion of the UWLM in its sole discretion inappropriate, may not infringe upon any third party's rights, may not violate any rules, law or regulation in British Columbia or Canada.

How to Enter

Enter by Mail: Burn a data file of your video to a DVD or CD. Visit the contest "Entry Form" page at www.caretochange.ca/criteria . All entrants will be required to provide contact information, the name of the video. Each entrant is solely responsible for ensuring that all information provided is up to date and accurate. All video entries must be mailed by June 15, 2011.

To enter the Care to Change Video Competition, all contestants will be required to provide their correct first and last name, complete address including postal code, email address (if any) and phone number. In addition, UWLM (contest sponsor) may collect certain personal, usage and purchase information.

UWLM (contest sponsor) will not wilfully disclose individually identifiable information about a contestant to any third party without first receiving the contestant's permission. "UWLM" (contest sponsor) will not share or sell a contestant's personal information to other companies, organizations or individuals. For complete UWLM privacy policy, visit <http://www.uwlm.ca/about-united-way/privacy-policy>

Prizes

Odds of winning will depend on the number of entries received. All Prizes will be awarded by a panel of qualified judges selected by UWLM, based on the Judging Criteria specified above. The Prizes will be awarded on September 14, 2011 (the "Contest Award Date"). Entrants will be contacted by telephone within 48 hours after the Contest Award Date. If UWLM is not able to reach the selected entrant within 7 days following the Contest Award Date, UWLM will have the right to disqualify that selected entrant and to award an alternate entrant a Prize from the remaining eligible entries received and UWLM shall be completely released and discharged from any and all liability or responsibility in connection therewith.

All Prizes are non-transferable and must be accepted as awarded without cash substitutions. Prizes will be forfeited if not redeemed in accordance with these Rules. If a Prize is unavailable for any reason, UWLM reserves the right to substitute the Prize or any component thereof, with

items of equal or greater value. If UWLM is unable to notify a winner within seven (7) days following the Contest Award Date (defined below), or if a selected entrant does not sign and return all Documents (defined below) by the required return date noted thereon, UWLM shall have the right to disqualify that selected entrant and to award an alternate entrant a Prize from the remaining eligible entries received and UWLM shall be completely released and discharged from any and all liability or responsibility in connection therewith.

Special mention categories to be determined in the sole discretion of the judging panel.

Actual retail value of each Prize may vary. Winners will not receive difference between actual and approximate retail value. There will be no substitutions for prizes. Prizes awarded are non-transferable and may not be exchanged or redeemed for cash, sold, or traded. Sponsor and/or Organizer reserve the right to substitute a prize, in which case a prize of equal or greater value will be awarded. Failure to collect a prize within thirty (30) days of notification of award constitutes forfeiture of the prize.

Judging Criteria

A panel of judges (the "Judging Panel") will evaluate submissions. Videos will be judged based on whether they meet the video creation and entry requirements, how well they follow the directive provided by UWLM, the quality of the video and whether the video is clever, engaging and/or innovative, and such other criteria as the Judging Panel may determine in its sole discretion.

Videos cannot be longer than five minutes. Videos can be shot with camera phones, digital video cameras, or any other digital moving image format, or still photography. All video entries must be mailed by June 15, 2011.

Video Creation Requirements

Acceptable source video includes sources that are not copyrighted. Participant takes responsibility that all images and soundtracks are not copyrighted material. This means, do NOT use commercial copyrighted music or images. Participants will be provided links to rights-cleared music for this Contest.

Videos may not contain obscene language or content, including but not limited to: nudity, profanity, or graphic violence.

Video must be no longer than five minutes long.

Videos must be postmarked no later than June 15, 2011 at 5:00 p.m. (Pacific).

Public Voting

On or after the Expiry Time, but in any event no later than August 16, 2011, UWLM will post all videos validly received in accordance with these Rules (and which the UWLM has determined in its sole discretion it will post), for the purposes of determining the winner of the People's Choice Award. From and after the posting date, the public can vote on their favorite video at

www.caretochange.ca (the "Site") until 5:00 p.m. (Pacific) on September 12, 2011 ("Voting Expiry Date").

By submitting a vote, each visitor warrants and represents that they agree to the Contest Rule and each visitor to the Site will be required to acknowledge same. Voters may not vote on multiple computer accounts. Votes must be submitted and received to the Website during the Voting Period. Limit one (1) vote per person. UWLM will, in its sole discretion, be entitled to discount any vote that appears, in its determination, to have been made by the same person through different accounts, or on different dates prior to the Voting Expiry Date.

By the Voting Expiry Date, the submission that receives the most votes will be deemed the People's Choice Award Winner ("People's Choice Award Winner"). In the unlikely event that public voting results in a tie, the tied Submissions will be re-judged by the contest Judges based on the Judging Criteria stated in the rules. Any use of robotic, macro, automatic, programmed or like voting methods will void all such votes. Any attempt by Finalist and/or his/her family/friends to vote more than the number of times authorized herein using multiple names, email addresses, phone numbers and/or any other fraudulent mechanism, as determined by Sponsor in its sole discretion, shall give Sponsor the right to disqualify Finalist in its reasonable discretion.

Conditions and Restrictions Apply

Your participation in this Contest, including your submission of a video to United Way of the Lower Mainland, shall be deemed to be your complete acceptance of the terms and conditions set out in these Official Rules. Additional conditions and restrictions apply:

By submitting your contribution to the Organizer all video entries become the property of "UWLM" (contest sponsor), may be used by UWLM for promotional purposes on their website, news media and social media networks such as YouTube and Facebook and will not be returned. The contest is subject to all Federal, Provincial and Municipal regulations and is void where prohibited by law.

By submitting your contribution to the Organizer you represent, warrant and undertake to Sponsor and Organizer that your contribution (i) is your own original work and that you have the sole right to submit it to the Site; (ii) does not violate in any way rights of third parties including copyright and other intellectual property rights; and (iii) does not violate any applicable laws.

Your contribution to the Site should not include any content whatsoever which would reasonably be understood to be defamatory, threatening, distasteful, racist, unlawful or otherwise objectionable. Sponsor reserves the right in its sole discretion to not post, or to remove, any video from the Site, and to disqualify any entrants from consideration for a Prize.

Sponsor reserves the right to change these terms and conditions at any time and at its sole discretion. New Rules will be posted on the Site.

Entrants agree to grant to Sponsor a perpetual, royalty-free, assignable, exclusive license to use, utilize, replicate, alter, adapt, modify, publish, broadcast, translate, produce derivative works from, distribute, present, play, sublicense and exercise all copyright and other intellectual property rights with respect to your contribution worldwide and/or to include your contribution in other works in any media now known or later created forever. Each entrant agrees and grants

Sponsor and Organizer permission to make available and display/perform and otherwise distribute entrant's name and video submission in all media in perpetuity without compensation. Except where legally prohibited, submission of an entry into this Site constitutes permission for Sponsor and Organizer to use the entrant's name, photograph, likeness, voice, address (city and province/state) and testimonials, in printed, broadcast or new media, in perpetuity, in any manner they deem appropriate in connection with promoting the video submission itself or this Site, without further compensation in connection with this Site or the prize awarded.

Entrant is responsible to secure permission and releases from all talent persons included in the video. Sponsor and Organizer assumes no responsibility for royalties or fees associated with talent performances or any other appearances in the entered videos.

Sponsor assumes no responsibility for lost or late entries or for incomplete computer transmissions or technical failures.

Sponsor reserves the right not to accept entries that are considered inappropriate for the Site or the Contest.

Winners are subject to verification by Sponsor, whose decisions are final and binding in all matters related to the Contest. An entrant is not a winner of any prize unless until entrant's eligibility has been verified and entrant has been notified that verification is complete. Winners will be required to execute and return a liability release and affidavit of eligibility-within ten (10) days of notice of winning.

Winners will be solely responsible for any and all local, provincial, and federal taxes associated with the entry and any Prizes awarded or used.

Limitation on Liability

In the event that you breach any of your representations, warranties or undertakings contained herein, Sponsor shall be entitled to and may seek indemnification from you for recovery of all legal fees, damages, claims and other expenses that may be incurred by Sponsor or its affiliated entities as a result of your aforementioned breach.

Each entrant agrees to indemnify Sponsor from any third party claims arising from or related to that entrant's participation in the Site. By participating, entrants agree that Sponsor is involved in the development, production, implementation and distribution of this promotion and its respective affiliates, members, service providers, and agencies, and their directors, officers, agents, employees, attorneys, and any other person or entity associated with such entities and/or promotion shall not be liable for any and all claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this Site, including entry and participation in this Site and acceptance, possession, use or misuse of the Prizes. All entrants further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to this Site, they will indemnify Sponsor from any and all such claims, including all legal fees related thereto. Sponsor shall not be responsible for any technical malfunctions of the telephone network, computer online system, computer equipment, software, program malfunctions or other failures, delayed computer transactions or network connections that are human, mechanical or technical in nature, or any combination thereof, including any injury.

Entrants participating in this Site are liable for any copyright or any other intellectual property infringements caused by their videos.

This Contest is subject to all applicable federal, provincial and municipal laws, and is owned and operated by the United Way of the Lower Mainland.