

OFFICIAL RULES

2025 IIHF World Junior Championship Flag Bearers Contest

ELIGIBILITY

1. The "2025 IIHF World Junior Championship Flag Bearers contest" (the "**Contest**") is conducted by Myers Automotive Group in conjunction with Hockey Eastern Ontario (the "**Sponsors**"). To be eligible for the Contest, you must: (a) be a legal resident of Canada; (b) have reached the age of majority in the province in which you reside at the time of entry into the Contest; (c) reside within the province of Ontario or Quebec; and (d) be the parent or legal guardian of a child (the "**Child**") who: (i) is between the ages of seven (7) and fourteen (14) as of December 1, 2024; (ii) is registered for and plays in the Hockey Canada Sanctioned 2024-2025 season with an ice hockey team; and (iii) is able to ice skate in a reasonably competent manner as determined by the Sponsors in their sole discretion.
2. Entrants are not eligible to participate in the Contest if they are:
 - a) employees, agents or representatives of the Sponsors, the National Hockey League ("**NHL**"), NHL Enterprises, L.P., NHL Enterprises Canada, L.P., the Member Clubs of the NHL, the NHLPA, or any business operating within Canadian Tire Centre, or any of their respective agents, affiliates, subsidiaries, related companies, sponsors, advertising or promotional agencies, or assignees;
 - b) a member of the household and/or immediate family of any of the above parties. For the purpose of the Official Rules, "immediate family" means husband, wife, spouse, mother, father, brother, sister, son and/or daughter, whether or not they reside in the same household.
3. The Sponsors shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof within a reasonable period of time may result in disqualification. All personal and other information requested by and supplied to the Sponsors for the purpose of this Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserves the right to disqualify any entry or entrant in their sole discretion, should any entry or entrant at any stage contain and/or supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

HOW TO ENTER

4. The Contest begins on Thursday, December 12th, 2024, at 12:00am Eastern Daylight Time ("**EDT**") and ends on Sunday, January 5th, 2025, at 9:59pm EDT (the "**Contest Period**").
5. **NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING THIS CONTEST.**

Enter by posting a photo online of the entrant in their team jersey on Facebook, X, or Instagram and tag Hockey Eastern Ontario in the post.

No entries will be accepted by any other means.

6. Entries are limited to one (1) entry per parent/legal guardian and Child combination. In the case of multiple entries, only the first entry will be considered. All entries become the sole property of the Sponsors and none will be returned for any reason. All entries must be received during the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, falsified, altered, garbled, mechanically or electronically reproduced, or tampered with in any way. For this Contest receipt of an Internet entry occurs when Sponsors' servers record the entry information. All entries must be complete and are subject to verification by the Sponsors, in their sole discretion.
7. Entrants must comply with these Official Rules and an entrant will be deemed to have received, understood and agreed to these Official Rules if the entrant participates in this Contest.

PRIZES

8. There are fifty-six (56) prizes in total available to be awarded in this Contest (each, a "**Prize**") to Contest winners (each, a "**Winner**"). Each Prize consists of: (i) two (2) tickets to a 2024-2025 World Junior Championship game (game and seat selection to be determined by the Sponsors); and (ii) the opportunity for the Winner's Child to carry a flag and join the starting lineup on the blue line during the national anthem(s) in connection with the designated Prize game. Game dates that potential winners will participate in are every 2024-2025 World Junior Championship game scheduled to be played at the Canadian Tire Centre or TD Place. Each Winner and his/her Child is responsible for transportation, accommodations, parking, food, beverage, taxes, gratuities, and all other incidental costs pertaining to his/her respective Prize. The approximate retail value of each Prize is \$100.00 (CAD), including taxes and applicable fees. The odds of winning depend upon the number of eligible entries received. The number of Prizes available to be won will diminish as Prizes are awarded in the course of the Contest. Each entrant will be eligible to win only one (1) Prize.

9. Prizes do not include the cost of, and each Winner must provide for his/her Child, any and all ice hockey equipment (the “**Hockey Equipment**”) as may be required by the Sponsors in their sole discretion, including without limitation a Child’s hockey skates, mouth guard, neck guard, shoulder pads, elbow pads, hockey pants, jock or jill, shin pads, hockey gloves, and hockey stick, and any other equipment which, in the sole opinion of the Sponsors, is or may be required for a Child to participate in any activity at the designated game related to the Prize. Each Winner is entirely and solely responsible for obtaining and bringing to the designated game all Hockey Equipment required by the Sponsors in their sole discretion (The Sponsors shall notify each Winner of the required Hockey Equipment when first contacting them to notify them of the Prize).
10. Each Winner agrees that they will cause their Child to follow promptly, and fully comply with, all of the Sponsors’ directions and requirements in connection with any and all aspects of his/her Child’s participation in the Prize or in any Prize-related activity.
11. Prizes must be accepted as awarded (including but not limited to compliance with any and all scheduling requirements) and cannot be transferred, assigned, substituted or redeemed for cash, except that the Sponsors, in their sole discretion, reserves the right to substitute a prize of equal or greater value if a Prize cannot be awarded as described due to unavailability for any reason. In the event that a Prize consists of or includes attendance at an event that is cancelled, delayed or rescheduled for any reason whatsoever, a substitute prize or cash equivalent will not be provided.
12. Each Winner will be directed as to how to claim their Prize after they have been successfully contacted and notified of the respective Prize, has complied with the Official Rules and has signed and returned the Contest Release (described below), the On-Ice Release, and any other documentation required by the Sponsors. Prizes will be delivered within a reasonable period of time.

RANDOM DRAWS

13. On or about each of the dates for selection as set out below (each a “**Draw Date**”) at the Canadian Tire Centre in Ottawa, Ontario, the Sponsors will select the number of eligible entrants corresponding to the number of Prizes to be won (set out below) related to each such Draw Date by a random draw from all eligible entries received in accordance with these Official Rules, up to the entry cut-off date and time (each, a “**Cut-off Date**”) which is applicable to each Draw Date. The pool of eligible entries shall be cumulative. By way of example, any eligible entries not selected on December 23rd, 2024, shall remain in the pool of eligible entries for the December 24th, 2024 draw, and if still not selected, the December 25th, 2024 draw and so on. The Sponsors will continue to add entries to the pool of eligible entries for remaining Prizes provided such entries are received by the corresponding Cut-off Date. Selected eligible entrants will be notified by telephone approximately three (3) days before the selected game day. If a selected eligible entrant does not respond within twenty-four (24) hours of being notified, they will be disqualified, and another eligible entrant will be selected and contacted. The Sponsors are not responsible for a selected eligible entrant’s failure to receive notification for any reason whatsoever. The Cut-off Dates are as indicated in the list below. The nine (9) planned Draw Dates, the Cut-off Date applicable to each such Draw Date, and the numbers of Prizes available to be won related to each Draw Date, are:

Draw Date / Time	Number of Prizes Available	Cut-Off Date
10:00am EDT on December 23, 2024	8 (4 games)	9:59am EDT on December 23, 2024
10:00am EDT on December 24, 2024	8 (4 games)	9:59am EDT on December 24, 2024
10:00am EDT on December 25, 2024	4 (2 games)	9:59am EDT on December 25, 2024
10:00am EDT on December 26, 2024	8 (4 games)	9:59am EDT on December 26, 2024
10:00am EDT on December 27, 2024	4 (2 games)	9:59am EDT on December 27, 2024
10:00am EDT on December 28, 2024	8 (4 games)	9:59am EDT on December 28, 2024
10:00am EDT on December 30, 2024	8 (4 games)	9:59am EDT on December 30, 2024
10:00am EDT on January 1, 2025	4 (2 games)	9:59am EDT on January 1, 2025
10:00am EST on January 2, 2025	4 (2 games)	9:59am EST on January 2, 2025

The odds of winning a Prize on a particular Draw Date will depend upon the number of entries which have been received by the Sponsors from eligible entrants up to the Cut-off Date which is applicable to that Draw Date.

SKILL TESTING QUESTION

14. In order to be eligible to win a Prize, selected eligible entrants shall be required to correctly answer a time-limited, mathematical skill-testing question, without assistance of any kind, whether mechanical, electronic or otherwise. Selected eligible entrants may be required to swear an affidavit indicating compliance with this section. The skill-testing question will be administered by telephone.

CONDITIONS OF PARTICIPATION

15. By participating in this Contest, entrant agrees:
 - a) to be bound by these Official Rules;

OFFICIAL RULES

- b) to be bound by the decisions of the Sponsors, which shall be final and binding in all respects;
- c) to sign and return a publicity release and release of liability (the “**Contest Release**”) which confirms, among other things, that the entrant: (i) releases the Sponsors (Myers Automotive Group and Hockey Eastern Ontario), Capital Sports Properties Inc. (owner of Canadian Tire Centre), Aramark Entertainment Services (Canada), Inc., the NHL, the NHL Member Clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., the NHLPA and current and former players, and each of their respective affiliates, parents, and related entities, as well as the owners, governors, officers, directors, partners, partnerships, principals, employees, agents, representatives, volunteers, sponsors, promoters, and advertisers of all the foregoing from any and all liability arising out of or in any way connected to his or her or his/her Child’s participation in the Contest, participation in any Contest-related activity, the acceptance, use or misuse of a Prize, the use of personal information described herein and the use of merchandise purchased as a result of winning a Prize, including but not limited to costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (ii) grants to the Sponsors, and/or their agents the unrestricted right to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, video tape, distribute, adapt and otherwise use or re-use the entrant’s and his/her Child’s city/province of residence, statements, endorsements, biography, name, voice, photograph and likeness for advertising and/or publicity purposes without compensation, other than the value of the Prize offered, in any and all media, now known or hereafter devised; and
- d) To sign and return an on-ice release form in order for their Child to participate in the activity (the “**On-ice Release**”).

PUBLICITY RELEASE AND RELEASE OF LIABILITY

- 16. The executed Contest Release must be returned on or before the selected game day or the selected eligible entrant shall be disqualified, and the Prize forfeited. Each Winner will also be required to sign the On-ice Release on the applicable game date.

LIMITATION OF LIABILITY

- 17. The Sponsors are not responsible or liable for late, lost, incomplete, illegible, misdirected, stolen, delayed, damaged or destroyed entries, notifications, replies or any Contest Release or On-Ice Release; for lost, interrupted, inaccessible or unavailable networks, servers, Internet Service Providers, websites or other connection, related to the Contest and/or the Contest Webpage; for errors of any kind, including but not limited to human, electronic, mechanical and/or technical in nature; for failure or technical malfunction of any telephone network or lines, computer and online systems, servers, computer equipment, software, email, players, or browsers on account of technical problems or traffic congestion on the Internet, the Contest Webpage, any related website, or any combination thereof or otherwise; for any injury or damage to entrant, entrant’s computer, or any other person’s computer related to or resulting from participating in or downloading material in connection with the Contest; for incorrect or inaccurate information; and/or for weather conditions, event cancellations, delay or rescheduling or other factors beyond the Sponsors’ control.

DISQUALIFICATION

- 18. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant who is found to be tampering with the entry process or with the operation and administration of the Contest; acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest; or in violation of the Official Rules. The Sponsors reserve the right to seek damages and other remedies from any such entrant to the fullest extent permitted by law, including but not limited to criminal prosecution.

USE OF PERSONAL INFORMATION

- 19. By participating in the Contest, the entrant consents to the collection, use and disclosure of their personal information as well as the personal information of their Child by the Sponsors for the purpose of administering the Contest, awarding the Prizes and announcing the Winners as well as for promotional, advertising and publicity purposes by the Sponsors in any media relating to the Contest or any similar future promotions. Personal information collected in connection with the Contest will be used by the Sponsors in accordance with the Sponsors’ privacy policy available at www.myers.ca and www.hockeysteasternontario.ca.

INTELLECTUAL PROPERTY

- 20. All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned or used under license by the Sponsors, and/or their affiliates, as the
-

case may be. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

GOVERNING LAW

21. The Contest is subject to applicable federal, provincial and municipal laws and regulations and is void where prohibited by law. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.
22. Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, the Sponsors reserves the right, in their sole discretion, to terminate the Contest, in whole or in part, or modify, amend or suspend the Contest and/or the Official Rules in any way at any time for any reason without prior notice or compensation.

QUEBEC RESIDENTS

23. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux (the "**Régie**") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement. In the event that there is a discrepancy or inconsistency between the English language version and the French language version of the Official Rules, the English version shall prevail, govern and control.

DISCREPANCIES

24. In the event of any discrepancy or inconsistency between the terms and conditions of the Official Rules and disclosures or other statements contained in any Contest-related materials or advertising, the terms and conditions of the Official Rules shall prevail, govern and control.

OFFICIAL RULES

25. These Official Rules will be available online at www.myers.ca and www.hockeyeasternontario.ca.
-