



Fly with Bell Contest

Contest Rules

1. CONTEST PERIOD

The Fly with Bell Contest (the “**Contest**”) is run by Bell Canada (the “**Administrator**”) and will take place in Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Prince Edward Island, Saskatchewan, Northwest Territories, Nunavut and Yukon from April 19, 2024 at 12:00 a.m. (ET) to May 16, 2024 at 11:59 p.m. (ET) (the “**Contest Period**”).

2. CONTEST GROUP

For the purposes of the Contest, the “**Contest Group**” is composed of the Administrator, and Aeroplan Inc., together with franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest is held, as well as their respective officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Contest is open to all individuals who:

- (a) reside in Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Prince Edward Island, Saskatchewan, Northwest Territories, Nunavut and Yukon; and
- (b) have reached the age of majority in their province/territory of residence as of the date of entering the Contest.

Employees, agents and other representatives of the Contest Group, as well as any person with whom they reside, are not eligible to enter the Contest.

4. METHODS OF ENTRY

- 4.1. To enter the Contest, you must subscribe to an eligible Bell wireless service (Personal or Small Business) during the Contest Period (see bell.ca/aeroplan for more details) and you will be automatically entered into the Contest. For each service that you subscribe to during the Contest Period, you will obtain one (1) entry into the contest (the “**Activation Entry**”). Limit of ten (10) Activation Entries per entrant. To be eligible to win, you must be an active Bell customer with an account in good standing during the Contest Period, at the time of the draw and when taking possession of the Prize.
- 4.2. **NO PURCHASE NECESSARY.** If you wish to enter the Contest without making a purchase, you may enter the Contest by sending an email to flywithbellcontest@bell.ca with “Fly with Bell” in the subject line, your name, address, ten-digit day and evening telephone numbers and email address in the body of the email, as well as a unique

and original explanation (at least fifty (50) words in length) that describes where in the world you would like to travel and why. You will obtain one (1) entry into the Contest (the “**Email Entry**”) per email sent during the Contest Period. Email Entries shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organizations (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Limit of ten (10) Email Entries per entrant.

For the purposes of this Contest, whenever used in these Contest Rules, “**Entry**” shall mean the Activation Entry and Email Entry collectively. If it is discovered that you attempted to enter more than the foregoing limit, all your Entries will be void.

5. PRIZES

- 5.1. **Grand Prize:** There is one (1) grand prize (the “**Grand Prize**”) available to be won. The Grand Prize consists of 500,000 Aeroplan points.
- 5.2. **Secondary Prizes:** There are a total of ten (10) secondary prizes (each, a “**Secondary Prize**”) available to be won. Each Secondary Prize consists of 50,000 Aeroplan points.

Total value of Prizes	CAD \$30,000
Grand Prize	CAD \$15,000
Secondary Prize (each)	CAD \$1,500

The Grand Prize and Secondary Prizes shall be collectively referred to as “**Prizes**”, each, a “**Prize**”. Prizes are awarded in the order described in these Contest Rules. Limit of one (1) Prize per entrant.

6. PRIZE DRAW

- 6.1. **Grand Prize:** On June 14, 2024, at 12:00 p.m. (ET), in Toronto in the province of Ontario, at the offices of the Administrator, a random draw for the Grand Prize will take place from among all the Entries received during the Contest Period. The first Entry drawn will be eligible to win the Grand Prize.
- 6.2. **Secondary Prizes:** On June 14, 2024, at 12:00 p.m. (ET), in Toronto in the province of Ontario, at the offices of the Administrator, a random draw for the Secondary Prizes will take place from among all the Entries received during the Contest Period. The first ten (10) Entries drawn will each be eligible to win a Secondary Prize.

7. ODDS OF WINNING

The odds of winning a Prize will depend on the number of entries received during the Contest Period.

8. AWARDING OF PRIZES

- 8.1. To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, first:
 - (a) Be reached by email by the Administrator or its representatives within fourteen (14) days immediately following the selection of the Entry;
 - (b) Have correctly answered a mathematical skill-testing question in the declaration and release documentation; and
 - (c) Sign and have witnessed the declaration and release documentation and return it to the address indicated in the documentation for it to be received within fourteen (14) days following its delivery by the Administrator or its representatives.
- 8.2. **Disqualification:** If any one of the conditions mentioned in the Rules is not met, the selected entrant will be disqualified and shall not be entitled to receive any Prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner or to cancel the Prize.
- 8.3. **Delivery of Prizes:** Following receipt of the selected entrant's signed declaration and release documentation, the Administrator or its representatives will send the Prizes to the winners. Please allow two (2) weeks for delivery.

9. GENERAL TERMS AND CONDITIONS

- 9.1. **Verification of Entries:** The validity of any Entry is subject to verification by the Administrator. Any Entries that are illegible, incomplete, fraudulent or otherwise non-compliant with the Rules, will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.
- 9.2. **Acceptance of Prizes:** The Prizes must be accepted as awarded and may not be sold, transferred or converted to cash and will not be refunded if unused. No substitutions, changes or extensions are permitted. The Contest Group reserves the right at its sole discretion to substitute each Prize for another prize of equal or greater value.
- 9.3. **Number of Prizes/Winners:** By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more Prizes than the number of available Prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of Prizes claimed by entrants is greater than the number of Prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of Prizes among the correct number of winners, selected in accordance with these Contest Rules from among those Entries validly submitted prior to the termination of the Contest.
- 9.4. **Other Changes to Contest Rules:** Without limiting the provisions of Rule 9.3 above, the Administrator reserves the right, in its sole and absolute discretion, to modify,

cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

9.5. **Release and Exclusion of Liability by the Entrants:** By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: **(i)** to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the Prize. Any entrant selected for a Prize acknowledges that upon awarding of the Prize, the obligations typically borne by the provider of services or goods become that provider's responsibility; and **(ii)** if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving their Prize. The Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected Entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9.6. **Aeroplane Release and Exclusion of Liability by the Entrants:**

9.6.1. By entering the Contest, each eligible entrant acknowledges and agrees that the Contest is in no way administered by Aeroplane, its parent company Air Canada, and each of their respective subsidiaries and affiliates, and that the Administrator is fully responsible for the conduct and administration of the Contest, including the selection of winners and the distribution of Prizes.

9.6.2. Prizes must be accepted as awarded. Aeroplane points have no cash value but are redeemable under the Aeroplane program for flights and other rewards. The retail value of rewards obtained using Aeroplane points will vary depending on a range of factors including the type of reward issued, details of which may be found at <https://www.aircanada.com/ca/en/aco/home/aeroplane.html>. Aeroplane points may be redeemed only in accordance with the General Terms & Conditions of the Aeroplane program. Full terms and conditions of the Aeroplane Program are available online at <https://www.aircanada.com/ca/en/aco/home/aeroplane/legal/terms-and-conditions.html>.

9.6.3. By entering the Contest, each eligible entrant further covenants and agrees to keep harmless and to release from liability Aeroplane, its parent company Air Canada, its subsidiaries and affiliates, and each of their respective officers, directors, employees, agents, representatives, subcontractors and affiliates with respect to any claims or actions, losses, fines or legal costs which arise,

directly or indirectly in connection with the Contest and the administration thereof, the Prizes and any related activity.

- 9.7. **Name/Image of Winners:** By entering the Contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use their name, photograph, image, statements regarding the Contest or any Prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.
- 9.8. **Personal Information:** Unless the entrant has otherwise authorized the Administrator or another entity related to the Contest to contact them, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Bell's privacy policies (available at www.bell.ca/bellprivacy), and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator.
- 9.9. **Identity of the Entrant:** For the purposes of these Contest Rules, the entrant is the person whose name and email appear on the eligible Bell service account, in the case of Activation Entries or, in the case of Email Entries, the person whose name and email are submitted as the entrant. It is to this individual that the Prize will be awarded if selected and declared as the winner.
- 9.10. **Aeroplan trademarks.** ®Aeroplan is a registered trademark of Aeroplan Inc. and ®Air Canada and the Air Canada maple leaf logo are registered trademarks of Air Canada, used under license by Aeroplan Inc. These trademarks are used by Bell Canada under licensed authorization.