

# contest rules

## CONTEST RULES FOR THE REACH UTOPIA CONTEST

1. The Reach Utopia contest is organised by Canoe inc. (hereinafter "Canoe", "Jobboom.com" or "contest organizers"). The contest runs on the Internet, from June 18, 2007, through September 30, 2007.

### ELIGIBILITY

2. This contest is open to all persons residing in Canada, excluding Quebec's residents, aged 18 years or older or who have reached the age of majority in their place of residence. Excluded are employees, agents and representatives of Canoe Inc. (Jobboom.com), of its subsidiaries, its advertising and promotional agencies, partners, participating merchants, suppliers of prizes, materials and services related to this contest or any other party directly linked to the holding of this contest, as well as any members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and individuals with whom such employees, agents and representatives are domiciled.

### HOW TO ENTER

#### Registration:

3. **No purchase is necessary to enter.** Entrants must first take the Reach Utopia quiz and then complete a Reach Utopia contest entry form **between June 18, 2007, and September 30, 2007**, including first name, last name and email address, at <http://www.reachutopia.com>. After filling out the form, entrants must click the **enter contest** button to submit an entry. Only one entry per person (based on electronic address) will be authorized and counted as an entry in the contest.

4. Jobboom does not accept entries for this contest by phone, fax, courier, mail or email. Only one (1) online entry per person will be accepted for the duration of the contest. This contest is open to residents of Canada only (excluding Quebec's residents) and will be interpreted according to Ontario law.

5. To be eligible, entries must be received on or before the contest closing date of 23:59 p.m. EST on September 30, 2007. Contest runs from June 18, 2007, to September 30, 2007.

6. Every contest entrant will receive one contest ballot for successfully completing the Reach Utopia quiz and filling out the contest entry form. Additional ballots will be awarded to entrants in the following scenarios:

- When an entrant fills out a complete Jobboom profile or completes an existing, incomplete profile at jobboom.com, or already has an existing profile, the total number of contest ballots that he or she has earned up until that point will be tripled. Each subsequently earned ballot will also be tripled (i.e. will become three ballots)
- When an entrant refers a friend who fulfills the contest entry requirements, he or she will receive two extra ballots
- For all second-tier referrals (friend of a referred friend), the original entrant will receive one extra ballot

### PRIZES

7. Only one prize package of an approximate value of \$5,000 will be awarded to one winner. There are four possible prize packages, each corresponding with a specific outcome in the Reach Utopia Quiz. The contest winner will receive the prize package corresponding to his or her result for the Reach Utopia Quiz.

8. No correspondence will be entered into except with the winning entrant. Canoe inc. (Jobboom.com) reserves the right to substitute any portion of the prizes with a prize of equivalent value and/or to terminate or withdraw this contest at any time. Winner is not entitled to monetary difference between actual prize value and stated approximate value, if any. The chances of winning are dependent upon the total number of entries received.

#### Here are the descriptions for prize packages

##### gloat in style:

| prize                                       | description   |
|---|---|
| luxury corporate pen set, ink blotter, etc. | executive desk set for working in style             |
| BlackBerry                                  | a BlackBerry: because your busy schedule demands it |

|                                      |  |
|--------------------------------------|--|
| executive wardrobe gift certificate  | complete executive wardrobe                      |
| coffee for all co-workers for a week | a week's worth of coffee for all your co-workers |

**OR,**

**kick in the butt:**

| prize                                   | description   |
|---|---|
| a year's worth of coffee from Starbucks | a year's worth of Starbucks coffee                  |
| personality/aptitude testing            | personality/aptitude testing for finding job utopia |
| iPod                                    | an iPod: add a soundtrack to your work              |
| Intrawest vacation                      | an Intrawest vacation to recharge and refocus       |

**OR,**

**de-stress and decompress:**

| prize   | description  |
|---|--|
| gift certificate from Chapters to get relaxing stuff such as yoga books | Chapters gift certificate: pick up some yoga books |
| weekend getaway (Fairmount Hotels)                                      | Fairmount Hotels weekend getaway                   |
| gym membership  | gym membership                                     |
| how not to get stressed consultation (KPMG)                             | stress management consultation                     |

**OR,**

**job search jumper cables:**

| prize  | description   |
|--|---|
| resume/interview coach                                       | resume and interview coaching session                       |
| gift certificate for career wardrobe                         | job hunting wardrobe  |
| laptop   | laptop to launch a comprehensive job search                 |
| gift certificate from Chapters for books on how to get a job | Chapters gift certificate: pick up some career search books |

## **DRAW**

9. A random draw from all valid contest entries will take place on the following date by a Canoe inc. (Jobboom.com) representative at the Jobboom.com office, 300 Viger Avenue East, 7th Floor, in Montreal: October 2, 2007. Only fully completed forms, submitted electronically, will be eligible for the draw. The one selected entrant (the "winner") will be contacted by a Jobboom.com representative by email within ten (10) business days of the draw. The winner will then have fifteen (15) days to contact Canoe inc. (Jobboom.com) to claim his or her prize.

10. If the selected entrant cannot be reached within ten (10) days, or if the selected entrant does not meet all of the contest conditions, another entrant will be selected from the remaining eligible entries.

11. There is a limit of one grand prize.

12. The odds of a participant's entry form being randomly selected depend upon the number of entry forms registered in conformity with the sections 3,4,5,6 above.

## **HOW TO CLAIM A PRIZE**

13. In order to be declared a winner, each selected entrant must:

- a) Have successfully answered the Reach Utopia quiz;
- b) Have completed a Reach Utopia contest entry form;
- c) Have confirmed this entry by clicking on a subsequently-generated email link;

- d) Be contacted by the contest organizers within 10 days following the random selection; and
- e) Sign the declaration and liability waiver form (hereinafter: the "Declaration Form") that will be sent and return it to the contest organizers, no later than 15 days of its reception.

14. Failing to comply with one of the conditions stated in the section above or any of the conditions provided in these Contest Rules, the entry of the selected entrant will be cancelled and a new draw for that prize will be held according to these Contest Rules until an entrant is selected and declared a winner.

15. Within four (4) to six (6) weeks following the reception of the duly completed and signed Declaration Form, the contest organizers will inform the winner of the manner in which he/she may take possession of their prize.

#### GENERAL CONDITIONS

16. **Verification.** Entry forms are subject to verification by the contest organizers. Any entry form which is, as the case may be, incomplete, fraudulent, sent late, that does not bear the correct answer to the questions appearing on the form will automatically be rejected and will not give right to a prize. At any point preceding the contest close date of September 30, 2007, entrants can re-take the Reach Utopia Quiz. If an entrant obtains a different quiz result after re-taking the quiz, the prize package associated with the new quiz result will be the prize package that he or she could potentially win in the draw. The prize that is associated with each contest entrant in the Reach Utopia contest database at the time of the contest draw will be the one that the entrant is entered to win in the draw. The re-take of the Reach Utopia Quiz doesn't constitute a new entry to the contest.

17. **Non-conforming entries.** The contest organizers reserve the right to disqualify any person or cancel one or many entries of any person participating in this contest or trying to participate by means contrary to these Contest Rules or in a manner which is unfair to the other entrants (e.g.: entries exceeding the permitted limit, computer hacking, etc.). Such person may be referred to the appropriate judicial authorities.

18. **Acceptance of prize.** Any prize must be accepted as described in the present Contest Rules and cannot be transferred to another person, substituted for another prize nor exchanged in part or in whole for a sum of money, subject to what is stated in the following section.

19. **Substitution of prize.** In the event where, for reasons not related to the winners, the contest organizers cannot award a prize (or part of a prize) as described in these Contest Rules, they deserve the right to award a prize (or part of a prize) of the same nature and of equivalent value or, at their sole discretion, the cash value of the prize (or part of the prize) as mentioned in these Contest Rules.

20. **Refusal to accept a prize.** The refusal of a randomly selected person to accept a prize according to the terms and conditions of these Contest Rules releases the contest organizers of any obligation related to that prize towards that person.

21. **Liability limit - use of prize.** Any selected person releases Canoe inc. (Jobboom.com), its affiliated companies, its advertising and promotional agencies, its employees, agents and representatives from any and all liability for any and all damages he/she may suffer from the acceptance or use of his/her prize. In order to be declared a winner, any selected person agrees, if required, prior to obtaining his/her prize, to sign a Declaration Form to such effect.

22. **Warranty.** Any selected person for a prize acknowledges that the only warranty applicable is the normal manufacture's warranty. A declaration to such effect will be included in the Declaration Form.

23. **Supplier's liability.** Any selected person for a prize acknowledges that upon receipt of a letter confirming his/her prize, the execution of the services related thereto becomes the sole and exclusive responsibility of the suppliers. A declaration to such effect will be included in the Declaration Form.

24. **Liability limit - running of the contest.** Canoe inc. (Jobboom.com), its affiliated companies, its advertising and promotional agencies, its employees, agents and representatives are not liable for faulty promotional agencies, its employees, agents and representatives are not liable for faulty computer components, software, or communication lines, relating to any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network that could limit the possibility or prevent any person any person from participating in this contest. Canoe inc. (Jobboom.com), its affiliated companies, its advertising and promotional agencies, its employees, agents and representatives also will not be held liable for any damages or loss that could arise, directly or indirectly, in whole or in part, from downloading any Internet page, any software or any form and by the transmission of any data regarding the participation in this contest.

25. **Modification.** The contest organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this contest, in whole or in part, in the case of the occurrence of an event, an error or any human intervention that could corrupt or affect the administration, safety, impartiality or the running of the contest. In any case, the contest organisers, their affiliated companies, their advertising and promotional agencies, the suppliers of products or services related to this contest as well as their employees, agents and representatives can not be held liable to award more prizes than those indicated in these Contest Rules or to award prizes otherwise than in compliance with these Contest Rules.

26. **Impossibility to act - labour dispute.** Canoe inc. (Jobboom.com), its affiliated companies, its advertising and promotional agencies, its employees, agents and representatives will not assume any liability whatsoever in any case where their incapacity to act would result from a fact or a situation beyond their control or a strike, lock-out or any other labour dispute in their establishment or in establishments of organizations or enterprises which services are use for holding this contest.

The contest organizers shall be held liable for this contest in the event of any error.

The parties on whose behalf this contest is being held will not assume any responsibility of any nature should their incapacity to act result of a situation out of their control, such as a strike, lock-out or any other labour dispute taking place in an establishment, organism or enterprise whose services are used in this contest.

**27. Authorization.** By entering this contest, any winner authorizes the contest organizers, their partners and their representatives to use, if required, his/her name, photograph, likeness, declaration related to the prize, place of residence and/or voice without remuneration whatsoever and that, at their discretion and without limit as for the period of use, in any media and on a worldwide scale, for publicity purposes or for any purpose that will or may be pertinent. A declaration to such effect will be included in the Declaration Form.

**28. Communication with entrants.** No communication or correspondence will be exchanged with entrants in the context of this contest except with those selected for a prize.

**29. Decisions of the contest organizers.** All decisions of the contest organizers or those of their representatives regarding this contest are final and binding.

**30. Identification of the entrant.** For the purposes of these Contest Rules, the entrant is the person whose name appears on the entry form and it is to this person to whom the prize will be awarded if he/she is selected and declared a winner.



jobb@m.com

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