



OFFICIAL RULES: WE Rise Above Grant (the “Campaign”)

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE CHANCES OF WINNING.

The Campaign begins at 12:01 a.m. Eastern time on 2019-09-01 (“Campaign Open”) and closes at 11:59 p.m. Eastern time on 2020-02-29 (“Campaign Close”). The Campaign is sponsored by TELUS (“Sponsor”) and WE Charity, 339 Queen Street East, M5A 1S9 (“WE Charity”). Participation constitutes the entrant’s full and unconditional agreement to and acceptance of these Official Rules.

1. **ELIGIBILITY.** The Campaign is open only to residents of Canada (excluding Quebec). This Contest is not valid in the province of Quebec. Any entrant who is under the age of majority in their home jurisdiction, at the time of entry, must have signed written consent from a parent or legal guardian to a) enter the Campaign, and b) accept the Prize if so selected; in such a case any reference to the entrant herein refers to the parent or legal guardian providing permission on behalf of a minor. Employees of WE Charity, ME to WE Social Enterprises Inc. (“ME to WE”), Sponsor, or their respective affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Campaign is subject to all provincial, federal, state, and local laws and regulations. Void where prohibited.

2. **AGREEMENT TO OFFICIAL RULES.** By entering the Campaign, the entrant agrees to be fully and unconditionally bound by these Official Rules, and the entrant represents and warrants that the entrant meets the eligibility requirements set forth herein. In addition, the entrant agrees to accept the decisions of WE Charity and Sponsor as final and binding as it relates to the Campaign.

3. **HOW TO ENTER. NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE CHANCES OF WINNING.** To be eligible, interested parties must: a) Register for the WE Rise Above WE Schools Campaign and b) go to we.org/weriseabove to complete the survey (within the survey entrants will be asked to provide an action plan for anti-bullying). Entries that (i) arrive after Campaign Close, (ii) are incomplete, or (iii) otherwise do not adhere to these Official Rules may be disqualified at the sole discretion of WE Charity and the Sponsor. No more than one Campaign entry may be made per person. If the entrant uses fraudulent, unlawful or otherwise improper methods to enter the Campaign, such an entrant will be disqualified. Odds of winning are dependent on the number of entries.



4. PRIZES. The prize consists of a \$2000.00 grant to be used to combat bullying and create social impact (the “Prize”). Ten (10) Prize(s) will be awarded during the Campaign Period. Approximate retail value of the Prize is \$2000.00 CAD . Actual/appraised value may differ at the time of Prize award. Prizes must be accepted as is and may not be exchanged or refunded for an amount of money, sold or transferred. Any unused portion of a Prize will be forfeited. WE Charity and Sponsor may substitute the Prize for an item or experience of comparable value, as determined by WE Charity in its sole discretion.

5. SELECTION. Entries will be evaluated by WE Charity WE Schools teams based on the following criteria: (a) the quality of the anti-bullying action plan, (b) how well the action plan addresses the issue of bullying/cyberbullying in the community, and (c) entrant’s vision for how the grant will help implement their the action plan. The decisions of the WE Charity WE Schools teams will be final and binding.

6. WINNER NOTIFICATION. Decisions of WE Charity and Sponsor will be binding in all matters related to this Campaign. Prize winners will be notified via email no later than thirty (30) days after selection. WE Charity and Sponsor are not responsible for any failure to deliver winner notice. Winners will be required to provide information including, but not limited to, name, address, phone number, birth date, and school name (if applicable). Winners must also verify the eligibility standards provided in these Official Rules, and answer a skill testing question. Acceptance of a Prize constitutes permission (except where prohibited) granted to WE Charity and Sponsor to use the Prize winner’s name, likeness, picture, voice, statements, and school name for publicity, advertising, trade and promotional purposes in connection with the Campaign. By accepting the Prize, the winner agrees unconditionally to, and acknowledges compliance with, these Official Rules. Winners are responsible for all taxes and fees associated with the use of the Prize.

7. FORCE MAJEURE. In the event that the Campaign or provision of the Prize cannot take place, in whole or in part, due to any Act of God or Force Majeure, including without limitation, weather, fire, flood, strike, labour dispute, civil commotion, riot or threat of violence or similar cause beyond the control of WE Charity or the Sponsor (a “Force Majeure”), eligible parties shall not hold WE Charity or Sponsor liable for failure to supply a Prize or any part thereof.

8. LIST OF OFFICIAL WINNERS. A list of official winners will be made available upon request after thirty (30) days from Campaign Close. Requests for such a list may be directed at legal@we.org.



9. **USER GENERATED CONTENT.** If entry or participation in the Campaign allows for or requires submission of creative works (e.g. photo, video, written copy, and the like), the entrant represents and warrants that they have all right to the submitted creative work that they submit, and that without limiting the foregoing, they have obtained permission from any third party that owns intellectual property rights associated with the submitted creative work. The entrant agrees that WE Charity and Sponsor may print, distribute, broadcast, post, exhibit and otherwise use the submitted creative work on a royalty-free, unrestricted basis and for any purpose, in perpetuity, across any media now known or created in the future, across the world. The entrant waives any moral rights they may have in the submitted creative work.

10. **INDEMNITY AND RELEASE.** Each entrant agrees to indemnify and hold WE Charity, Sponsor and their respective subsidiaries/affiliates/agents/representatives harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Campaign, including, without limitation, claims, suits, injuries, losses, and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation, portrayal in a false light (whether intentional or unintentional), or infringement of intellectual property rights whether under a theory of contract, tort (including negligence), warranty, or other theory. Each entrant agrees to release WE Charity and Sponsor from any and all liability and responsibility with respect to the Campaign; without limiting the forgoing, each winner agrees to release WE Charity and Sponsor from any and all liability and responsibility with respect to the Prize. WE Charity and Sponsor assumes no responsibility for any entry attempt failure. Entries are subject to verification and will be declared invalid if they are inaccurate, mechanically reproduced, mutilated, forged, falsified, altered or tampered with or unlawful in any way. Entries submitted by unauthorised means or by spamming will be disqualified. In the event that it has been determined that an entry has been made in a manner not sanctioned by these Official Rules, the entrant and his/her entry will be disqualified. The entrant agrees to abide by the Official Rules and the decisions of the Campaign judges, which are final.

11. **JURISDICTION.** THIS CONTEST IS GOVERNED BY THE LAWS OF ONTARIO CANADA. As a condition of participating in this Campaign, entrant agrees that any and all disputes which cannot be resolved between WE Charity or Sponsor and the entrant; and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Ontario having jurisdiction. BY ENTERING THE CONTEST, THE ENTRANT AGREES THAT ANY AND ALL CLAIMS, AWARDS OR JUDGMENTS SHALL BE LIMITED ONLY TO THIRD PARTY OUT OF POCKET COSTS INCURRED, NEVER TO EXCEED FIFTY DOLLARS (\$50). WE CHARITY AND SPONSOR SHALL NOT BE LIABLE FOR ANY INDIRECT, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES RELATED IN ANY WAY TO THE CONTEST OR THESE OFFICIAL RULES, REGARDLESS OF THE



LEGAL THEORY UPON WHICH ANY SUCH DAMAGES CLAIM IS BASED, EVEN UPON THE FAULT, TORT (INCLUDING WITHOUT LIMITATION NEGLIGENCE), BREACH OF CONTRACT, STATUTE, REGULATION, OR ANY OTHER THEORY OF LAW OR BREACH OF WARRANTY BY, OR STRICT LIABILITY OF WE CHARITY AND SPONSOR. THIS EXCLUSION APPLIES EVEN IF THE APPLICABLE PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE AND EVEN IF ANY AVAILABLE REMEDY FAILS OF ITS ESSENTIAL PURPOSE.

12. Personal information provided through the Campaign is subject to the terms of the WE Charity's Privacy Policy available here: <https://www.we.org/terms-of-service/>.

13. The following terms shall apply (as applicable) if this Campaign is promoted or administered in relation to any or all the following social media platforms: Facebook, Instagram or Twitter (collectively the "Platforms"): (i) the entrant releases the Platform from any and all liability and responsibility with respect to the Campaign; and (ii) the entrant acknowledges and agrees that the Campaign is in no way sponsored, endorsed or associated with the relevant Platform.