

Contest Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, PROVINCIAL, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. Eligibility

The Eye See You 2016 Contest (the "Contest") is open to residents of Canada who are at least eighteen (18) years old at the time of entry.

Employees of the International Federation on Ageing and other companies / agencies / organisations associated with the promotion of the Contest, and their respective parents, subsidiaries, affiliates and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is subject to federal, provincial, and local laws and regulations.

2. Coordinator

The Contest is coordinated by the International Federation on Ageing, located at 351 Christie Street, Toronto, Ontario, Canada, M6G 3C3. The Eye See You campaign was created through an unrestricted educational grant from Bayer.

3. Agreement to Official Rules

Participation in the Contest constitutes the entrant's full and unconditional agreement to and acceptance of the official rules and the decisions of the IFA, which are final and binding. Winning a prize is contingent upon being compliant with the official rules and fulfilling all other requirements set forth herein.

4. Contest Period

The contest begins on December 19, 2016 at 12:00am EST and ends on January 2, 2017 at 11:59 PM EST (the "Contest Period"). Entries that are submitted before or after the Contest Period will be disqualified. Submissions will be accepted for the duration of the Contest Period using Facebook and Twitter.

5. How to Enter

Online entries will be made via Facebook and Twitter, using the hashtag #EyeSeeYou2016.

There is a limit of three (3) entries per person, per Twitter account, per Facebook account, and per household for the duration of the Contest Period, regardless of method of entry. Entries received from any person's Facebook account or Twitter account in excess of the stated limitation will be void. All entries become the property of the IFA and will be acknowledged but not returned.

6. Prize Drawing

On or about January 6, 2017, potential winners will be selected from among the eligible entries and every effort will be made to contact that person via Twitter and Facebook no later than January 31, 2017. If the potential winner cannot be contacted within five (5) days after the date of the first attempt to contact them, the IFA will select an alternate potential winner in their place from the remaining non-winning, eligible entries.

7. Winner Declaration

The potential winner will be notified by Facebook and/or Twitter. The winner will be required to complete, electronically sign and submit a Declaration of Compliance within five (5) days of the date notice or attempted notice is sent, in order to claim their prize. If a potential winner cannot be contacted, or fails to submit the Declaration of Compliance within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits prize.

In the event that a potential winner is disqualified for any reason, the IFA will award the prize to an alternate winner from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which time the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Contest.

8. Prize

A pair of Ray-ban sunglasses (\$175).

9. General Conditions

In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other technical problem, or in the event the Contest is unable to run as planned for any other reason, as determined by the IFA in its sole discretion, the IFA may either (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of the official rules or (b) terminate the Contest and, in the event of termination, award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment.

The IFA reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these official rules or in an unsportsmanlike or disruptive manner.

Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the IFA reserves the right to seek damages (including attorney's fees) and any other remedies from any such person to the fullest extent permitted by law. Failure by the IFA to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

10. Release and Limitations of Liability

By participating in the Contest, entrants agree to release and hold harmless the IFA, and each of their respective subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Contest, and each of their respective officers, directors, employees, representatives, and agents (the Released Parties) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the prize (including any travel or activity related thereto), including, but not limited to: (a) any technical errors associated with the Contest, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone, cellular tower or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Contest; (c) mechanical, network, electronic, computer, human, printing or typographical errors; (d) application downloads, (e) any other errors or problems in connection with the Contest, including, without limitation, errors that may occur in the administration of the Contest, the announcement of the winner, the cancellation or postponement of the event and/or the flyover, if applicable, the incorrect downloading of the application, the processing of entries application downloads or in any Contest-related materials; or (f) injury, death, losses or damages of any kind, to

persons or property which may be caused, directly or indirectly, in whole or in part, from entrants participation in the Contest or acceptance, receipt or misuse of the prize (including any travel or activity related thereto).

The entrant further agrees that in any cause of action, the Released Parties liability will be limited to the cost of entering and participating in the Contest, and in no event shall the entrant be entitled to receive attorney's fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. The Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

11. Disputes

Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Ontario.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the IFA in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Ontario, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Ontario.

12. Privacy

Information collected from entrants is subject to the IFA's privacy policy.