

Becel® Bake a Difference Contest

OFFICIAL CONTEST RULES AND REGULATIONS

NO PURCHASE NECESSARY. The Becel® Bake a Difference Contest (the “**Contest**”) is sponsored by Upfield Canada Inc. (the “**Sponsor**”). The decisions of the Sponsor with respect to all aspects of the Contest are final. By entering this Contest, entrants agree to abide by these official contest rules and regulations (the “**Official Rules**”) and do so in accordance with the Sponsor’s Privacy Policy found at <https://upfield.com/privacypolicy>. You must register at the Contest Website to enter the Contest (see Section 3); Contest registration is free.

1. **CONTEST PERIOD:** The Contest begins at 12:00:00 AM on October 5, 2020 and ends at 11:59:59 PM on January 5, 2021 (the “**Contest Period**”). The Contest Period consists of two sub-periods. **All times used in the Official Rules are Eastern Time (“ET”).**
 - a. **PURCHASE PERIOD:** The period in which Becel® product purchases can be made in order to qualify as part of a Contest entry starts at 12:00:00 AM (ET) on October 5, 2020 and ends at 11:59:59 PM (ET) on December 27, 2020 (the “**Purchase Period**”).
 - b. **ENTRY PERIOD:** Depending on the entry type (see Section 5), entries must be received between 12:00:00 AM (ET) on October 5, 2020 and 11:59:59 PM (ET) on January 5, 2021 (for Purchase Entries) or postmarked by January 5, 2021 and received not later than January 12, 2021 (for No Purchase Entries) (the “**Entry Period**”) to be eligible. See Section 8 for details about the Weekly Draw Periods and deadlines.
2. **ELIGIBILITY:** To enter the Contest and be eligible to win, a person (“**Entrant**” or “**entrant**”) must, at the time of entry, be a legal resident of Canada who has reached the legal age of majority in the province/territory in which he/she resides. Specifically excluded from entering the Contest are: (i) employees, officers, directors, agents, dealers, and representatives of the Sponsor and their respective subsidiaries, affiliates, advertising or promotion agencies, and independent contest organization; and (ii) a member of any such person’s immediate family (regardless of where they live) or persons with whom such person is domiciled (whether related to the person or not). In these Official Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or legal or common-law spouse.
3. **CONTEST REGISTRATION:** Prior to being able to enter the Contest, you must visit <https://becelbakeadifference.ca> (the “**Contest Website**”) and complete the two-step registration process (the “**Registration Process**”) during the Contest Period to become a registered participant (a “**Registered Participant**”).

Step 1: Complete all required fields in the registration form (the “**Registration Form**”), including your full name, complete mailing address, a valid email address and 10-digit phone number. At the time of completing the Registration Form, you will also have

the opportunity to earn Contest bonus entries ("**Bonus Entries**") (see Section 5c for Bonus Entry details). Next, check the box to confirm that you are entering the Contest in compliance with these Official Rules and intend to establish a participant profile in accordance with Sponsor's Privacy Policy (available at <https://upfield.com/privacypolicy>) and submit the form.

Step 2: Upon completing and submitting your Registration Form in accordance with these Official Rules, you will then receive a confirmation email (the "**Registration Confirmation Email**") including instructions for completing your registration and logging into the Contest Website for the first time ("**Log In**"). If the registration confirmation email is not delivered to your primary inbox, check your junk, SPAM, or any other folder your email provider may automatically setup for promotional mail. Upon clicking on the "Confirm & Login" button/link within the email, you will complete the Registration Process, be taken to your profile page at the Contest Website (your "**Profile**") in a logged-in state and you are now eligible to create a Contest entry (see Section 5). When taking this step, if your Internet browser and device settings permit it, a "cookie" will be set within your Internet browser (in accordance with the Sponsor's cookie policy, available at <https://upfield.com/cookiepolicy/en.html>) so your device will be recognized upon future visits to the Contest Website and you will not need to take further actions to Log In and access your Profile (a "**Login Cookie**"). The button/link within your Registration Confirmation Email expires 48 hours after it is created, so be sure to click take the action described in Step 2 before that time. If your link expires, you will need to begin the Registration Process from the start (Step 1).

4. **CONTEST WEBSITE LOGIN:** If you visit the Contest Website, after having completed the Registration Process (see Section 3), and a Login Cookie is not found on your device, you will need to log in before you are able to access your Profile and create a Contest entry. A Login Cookie will not be found if one was not set during the Registration Process due to browser and/or device settings, you visit from a different device or browser than your previous visit, you have deleted the Login Cookie within your Internet browser, or you intentionally logged out of the Contest Website. In this case, you must follow the login process described here ("**Login Process**"):
 - a. **LOGIN LINK REQUEST:** Request a one-time use login link (a "**Login Link**") be sent to you by entering the email address used to register at the Contest Website Login page (linked to from the Contest Website menu).
 - b. **LOGIN:** Following the instructions in the login email (the "**Login Email**") to click the "Login" button/link within 48 hours of delivery of the email. Doing so will log you in to your Profile page on the Contest Website. If your link expires, you will need to request a new Login Link. A Login Link can only be used once, so a new one needs to be requested each time if a Login Cookie is not found.

NOTE REGARDING SHARED COMPUTER/DEVICE: If you are using a computer or mobile device that is shared by other people, before leaving the Contest Website, press the “Log Out” button/link from the main website menu. This will delete the Login Cookie and ensure others will not have access to your personal registration profile (“**Log Out**”). You will need to follow the login instructions detailed in Section 4 when returning to the Contest Website to log in to your Profile.

5. **ENTERING THE CONTEST:** There are two (2) ways to enter the Contest and earn Entries, and two (2) available ways to earn Bonus Entries. Regardless of the method chosen to enter, entrants are limited to ten (10) Entries, plus five (5) Bonus Entries per person and per household. The methods of entry are as follows:

- a. **With Purchase:** There are two elements required to constitute a with-purchase entry (a “**With-Purchase Submission**”):

- **Step 1) Proof of Purchase:** Photo of a retail store receipt or shipment/order pick-up confirmation record (depending upon purchase channel) (a “**Proof of Purchase**”); and
- **Step 2) Product Quantity Selection:** Selection of the number of eligible products purchased from a drop-down menu available during the submission process (a “**Product Quantity Selection**”).

Step 1): During the Purchase Period, purchase any Becel® product(s) (See Appendix A – Participating Products for a full product list—all Becel® products are included on the list, there are no exclusions) at a retail store located in Canada, or from a Canadian eCommerce website, and retain a record of your purchase in accordance with the guidelines provided below for what constitutes a valid Proof-of-Purchase document for each channel, showing the retailer name, transaction date & time, your eligible purchase of Becel® product(s) – including the product description and unit price – quantity and transaction total dollar amount.

- i. **For retail store purchases,** take a photo of your original cash register sales receipt (the “**Receipt**”); or
- ii. **For eCommerce purchases,** download and/or save your order delivery record or pick-up or shipment confirmation record (the “**Order Confirmation**”).

NOTE: Confirmation records for confirmed but not yet shipped orders or request for delivery or pick-up of placed orders are not sufficient to constitute a valid Proof of Purchase. Only confirmed shipping records, order delivery records or order pick-up confirmation records will satisfy the requirements for a Proof of Purchase.

Step 2): Click on the “Upload Receipt” button/link found on the Contest Website when in a logged-in state and upload your eligible Proof of Purchase. If your Proof of Purchase has required information on both sides or on more than one page, please upload a second image showing the backside or additional page by clicking the “Upload Another Receipt Image” link. Next, select the quantity of Becel® product(s) purchased by completing your Product Quantity Selection and click the “Review” button to review the image(s) uploaded and product quantity selected; you have the option to edit (remove, add or replace an image and/or adjust the product quantity selection). Once satisfied the image(s) uploaded meet the above requirements and all information is accurate, press the “Confirm” button to complete your With-Purchase Submission. Upon completing your With-Purchase Submission as set out above, you will be eligible to receive one (1) purchase entry (a “**Purchase Entry**”) into the grand prize draw and applicable weekly prize draw for each Becel® Product Quantity Selection indicated within such With-Purchase Submission (for example, if you indicate two (2) Product Quantity Selections, you will be eligible to receive two (2) Purchase Entries, subject to validation and compliance with these Official Rules, as determined by the Sponsor in its sole and absolute discretion, and subject to the limit of maximum number of ten (10) Entries allowed per Entrant and per household during the Contest Period, regardless of method of entry, as set out below). Multiple With-Purchase Submissions can be submitted during the Entry Period, but each submission must contain only one Proof of Purchase to qualify (subject to the entry limits set out below). Non-compliant With-Purchase Submissions will be marked void. It is your responsibility to ensure your With-Purchase Submission meets the requirements for a valid entry. Receipts and Order Confirmations must be dated within the Purchase Period and uploaded within the Entry Period (see Section 1). If your Purchase Entry is selected as a potential winner, you may be asked by Sponsor to produce the original Proof of Purchase document, so be sure to keep your Proof of Purchase until after all Prizes have been awarded.

- b. **Without Purchase:** To enter without purchase, Entrant must be a Registered Participant and must first make a no purchase entry request (“**No Purchase Entry Request**”) by visiting <https://becelbakeadifference.ca/no-purchase-entry> during the Entry Period and, while in a logged-in state, clicking the “Send me an NPE PIN” button to request a one-time use No Purchase Entry Personal Identification Number (“**NPE PIN**”). Once the No Purchase Entry Request has been submitted, the unique NPE PIN will be displayed on-screen and delivered by email to the email address used to register for the Contest, along with instructions for completing the No Purchase Entry Request. Each NPE PIN is only valid for one No Purchase Entry Request, so if multiple No Purchase Entry Requests are submitted, one (1) NPE PIN must be requested and submitted as part of each separate No Purchase Entry Request, subject to the entry limits noted below. You must then submit a unique handwritten original (not photocopied) statement as to “Why you bake” (a “**Statement**”) and reference one

unique NPE PIN on a single piece of paper, and mail the complete No Purchase Entry Request in a self-addressed envelope to: “BECCEL® BAKE A DIFFERENCE CONTEST” PO BOX 174 Whitby, ON, L1N 5S1 (the “**Contest Address**”). Each No Purchase Entry Request must contain only one (1) unique and valid NPE PIN, must be enclosed in a separate envelope bearing sufficient postage and be received at the above address before the Entry Period end date in order to qualify for one (1) no purchase entry into the Contest (each a “**No Purchase Entry**”). Entrants will qualify for one (1) No Purchase Entry into the Contest per separate envelope containing a unique NPE PIN, subject to the entry limits noted below. Each No Purchase Entry Request is reviewed for compliance, per above. Non-compliant No Purchase Entry Requests will be marked as void.

- c. **Bonus Entry Qualification:** The two possible ways to earn Bonus Entries into the Contest follow. Neither method requires a product purchase, and only one of the two options is available to each Entrant. Regardless of the method chosen, entrants will receive five (5) Bonus Entries upon completion.
- i. **Existing Newsletter Subscribers:** If, as an existing subscriber to the Becel® email newsletter, you **received** an email notification including a “**Loyalty PIN**” number on or after October 21, 2020 through your email address on file as a Becel® email newsletter subscriber, enter your Loyalty PIN in the appropriate place during the Registration Process. When you confirm and complete your registration (see Section 3), you will automatically receive five (5) Bonus Entries. If you do not enter your Loyalty PIN during the registration process you will have the opportunity to enter it at your Profile page of the Contest Website after you have completed the Contest registration process. To do so, during the Entry Period follow the instructions to enter your Loyalty PIN in the available text box on your Profile page.
 - ii. **New Newsletter Subscribers:** If you are not an existing Becel® email newsletter subscriber or did not receive a Loyalty PIN (described above), during the Registration Process, check the appropriate box to opt-in to receive the Becel® marketing communications, including news, updates and special offers in accordance with the Sponsor’s Privacy Policy, available at <https://upfield.com/privacypolicy>. You will automatically receive five (5) Bonus Entries upon confirmation of your Contest Registration and opt-in (see Section 3). If you do not opt-in during the Contest registration process you will have the opportunity to do so at your Profile page of the Contest Website after you have completed the registration process. To do so, during the Entry Period check the available opt-in check box on your Profile Page of the Contest Website and save your preference to Claim 5 Bonus Entries. You may unsubscribe from the Becel® mailing list at any time without cost and without affecting your eligibility to your Bonus Entries received via this method.

6. **ENTRIES & ENTRY LIMIT:** The “**No Purchase Entry**” and “**Purchase Entry**” will each be referred to as an “**Entry**”. There is a limit of ten (10) Entries per Entrant and per household during the Contest Period, regardless of method of entry, and five (5) Bonus Entries per Entrant and per household during the Contest Period, for a total limit of fifteen (15) entries per Entrant and per household. You may only use one (1) email address to enter the Contest. In the event it is determined that an Entrant has entered in a fashion not sanctioned by these Official Rules and/or has submitted more than ten (10) Entries (or more than 5 Bonus Entries) as permitted by these Official Rules, the Entrant may be disqualified and all of the Entries submitted by the Entrant and his/her household may be disqualified. Proof of transmission (screenshots or captures, etc.) does not constitute proof of delivery. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.
7. **PRIZES:** There will be thirteen (13) weekly prizes (each a “**Weekly Prize**”) and one (1) grand prize available to be won (the “**Grand Prize**” and together with the Weekly Prizes, each a “**Prize**” and together the “**Prizes**”) – see respective Draw Dates in Rule 8 below. Each Weekly Prize consists of a \$500 CAD grocery gift card. The Grand Prize consists of: (i) \$10,000 CAD cash for the confirmed winning Entrant, and (ii) a \$10,000 CAD donation made by the Sponsor to a registered charity of the winner’s choice from a list of designated charities attached to these Official Rules (see Appendix B). Weekly Prizes will be awarded in the form of a physical gift card for the retailer from which the selected entrant made their qualified purchase. If a gift card is not available for the identified retailer or a No Purchase Entry is selected, Sponsor reserves the right to substitute the Weekly Prize for a prepaid credit card of the same value from a major credit card issuer determined by Sponsor. The Grand Prize cash for the winner will be awarded in the form of a cheque within six (6) weeks of the date the winner is qualified. The Grand Prize charitable donation will be made by the Sponsor to the winner’s selected charity at the time the Grand Prize cash for the winner is awarded, following the end of the Contest Period. The Grand Prize charitable donation will be made by Upfield Canada Inc. on behalf of the winner – for greater certainty and the avoidance of any doubt, the Grand Prize winner will not receive a tax credit or receipt for the charitable donation made. In the event that the Grand Prize charitable donation cannot be made to the Grand Prize winner’s selected charity for any reason, as determined by the Sponsor in its sole and absolute discretion, the Grand Prize winner will be required to select an alternate designated charity from the list attached to these Official Rules within Appendix B (and, in the event that the winner is unable to or otherwise fails to select an alternate designated charity, the Sponsor reserves the right to select the alternate designated charity on the winner’s behalf, in its sole and absolute discretion).

Limit of one (1) Weekly Prize per person and per household. Prizes must be accepted as awarded without substitution. Notwithstanding the foregoing, the Sponsor reserves the right, in the event that any Prize cannot be awarded (including to the winner’s selected

charity) as described for any reason (as determined by Sponsor in its sole discretion), to substitute another prize, or part of a prize, of equal or greater value, without liability.

8. **DRAWS:** One (1) Weekly Prize draw to select an Entrant as the potential winner of a Weekly Prize will be held at approximately 11:00 AM (ET) on each of the defined draw dates (each a “**Draw Date**”) set out in the table below, in Whitby, Ontario, from among: (i) all Purchase Entries and Bonus Entries received by no later than 11:59:59 PM ET on the Sunday before each Draw Date; and (ii) all No Purchase Entries received by no later than 11:59:59 PM ET on the Sunday before each Draw Date (with the exception of Weekly Draw Period 13, in which the draw shall include all Purchase Entries received by 11:59:59 PM ET on January 3, 2021 and all No Purchase Entries postmarked by January 3, 2021 (and received by no later than January 12, 2021 at 11:00:00 AM ET)) (each, a “**Weekly Draw Eligibility Deadline**”). For greater certainty, all unselected entries in a Weekly Prize draw will carry over into any subsequent Weekly Prize draw(s) (as determined by the Sponsor at its sole discretion). The Grand Prize draw to select an Entrant as the potential winner of the Grand Prize will be held at approximately 11:00 AM (ET) in Whitby, Ontario on January 19, 2021 from amongst all Purchase Entries received by 11:59:59 PM ET on January 5, 2021 and all No Purchase Entries postmarked by on January 5, 2021 (and received by no later than January 12, 2021) at 11:59:59 PM ET (the “**Grand Prize Draw Eligibility Deadline**”). Odds of being selected as a potential winner of a Weekly Prize depend on the total number of entries received by the applicable Weekly Draw Deadline. Odds of being selected as the potential winner of the Grand Prize depend on the total number of entries received during the Entry Period. The selected entrant will be contacted by email and/or telephone within five (5) business days of the Draw Date. If a selected entrant (a) cannot successfully be reached by telephone and/or email within five (5) business days of the first notification; (b) fails to correctly answer the skill testing question (see Section 9); or (c) fails to return the properly executed Release Form within the specified time (including, without limitation, properly confirming the choice of registered charity from the list supplied by Sponsor, if the selected entrant is the potential winner of the Grand Prize) (see Section 9), then he/she will be disqualified and another entrant will be randomly selected, time permitting, until such time as a selected entrant fulfills all of the foregoing requirements or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

Draw Period	Draw Eligibility Start Date and Time	Draw Eligibility Deadline	Draw Date
1	October 5, 2020 at 12:00:00 am ET	October 11, 2020 at 11:59:59 pm ET	October 12, 2020 at 11:00 am ET
2	October 5, 2020 at 12:00:00 am ET	October 18, 2020 at 11:59:59 pm ET	October 19, 2020 at 11:00 am ET
3	October 5, 2020 at 12:00:00 am ET	October 25, 2020 at 11:59:59 pm ET	October 26, 2020 at 11:00 am ET
4	October 5, 2020 at 12:00:00 am ET	November 1, 2020 at 11:59:59 pm ET	November 2, 2020 at 11:00 am ET

5	October 5, 2020 at 12:00:00 am ET	November 8, 2020 at 11:59:59 pm ET	November 9, 2020 at 11:00 am ET
6	October 5, 2020 at 12:00:00 am ET	November 15, 2020 at 11:59:59 pm ET	November 16, 2020 at 11:00 am ET
7	October 5, 2020 at 12:00:00 am ET	November 22, 2020 at 11:59:59 pm ET	November 23, 2020 at 11:00 am ET
8	October 5, 2020 at 12:00:00 am ET	November 29, 2020 at 11:59:59 pm ET	November 30, 2020 at 11:00 am ET
9	October 5, 2020 at 12:00:00 am ET	December 6, 2020 at 11:59:59 pm ET	December 7, 2020 at 11:00 am ET
10	October 5, 2020 at 12:00:00 am ET	December 13, 2020 at 11:59:59 pm ET	December 14, 2020 at 11:00 am ET
11	October 5, 2020 at 12:00:00 am ET	December 20, 2020 at 11:59:59 pm ET	December 21, 2020 at 11:00 am ET
12	October 5, 2020 at 12:00:00 am ET	December 27, 2020 at 11:59:59 pm ET	December 28, 2020 at 11:00 am ET
13	October 5, 2020 at 12:00:00 am ET	January 3, 2021 at 11:59:59 pm ET	January 12, 2021 at 11:00 am ET
Grand Prize Draw	October 5, 2020 at 12:00:00 am ET	January 5, 2021 at 11:59:59 pm ET	January 19, 2021 at 11:00 am ET

If there are no entries to draw from for any given Draw Date for a Weekly Prize, the Weekly Prize scheduled to be awarded that date will be added to an additional Draw (the “**Reserve Draw**”) to be held along with the Grand Prize Draw on January 19, 2021. The Reserve Draw will consist of as many Prizes as went unawarded during the primary Draw Dates and potential winners will be randomly selected from all entries received during the Entry Period from Entrants who have not previously been qualified as a Weekly Prize Winner.

9. **PRIZE CLAIM CONDITIONS:** To be declared a winner of a Prize, the selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question (which may, in the sole and absolute discretion of the Sponsor, be administered by telephone, by email or other electronic means, or in the Sponsor’s Release Form). The selected entrant will also be required to sign a Declaration and Release Form (the “**Release Form**”) confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, its dealers, agents, affiliated and related companies, advertising and promotional agencies, the independent contest organization and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively, the “**Releasees**”) from any liability in connection with or arising out of any Prize or this Contest. If the selected entrant is the potential winner of the Grand Prize, the entrant will also be required within the Release Form to confirm his/her choice of registered charity from the list of eligible charities attached to these Official Rules (see Appendix B). The Release Form must be executed within the time period specified on the Release Form or the Prize may be forfeited. Upon receipt of the completed Release Form and the selected

entrant correctly answering the mathematical skill testing question, the Prize will be awarded in accordance with procedure set out in Section 7.

10. By entering and accepting a Prize, the winner agrees to Sponsor's use of his/her name, city/province of residence, picture, biographical information, statements, voice and likeness (and charity selection in the case of the Grand Prize) in any advertising and publicity Sponsor and its respective successors, assigns and licensees may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the Internet, at any time or times in perpetuity, without further compensation or notice, and hereby releases Sponsor and the Releasees from any liability with respect thereto.
11. The Releasees will not be responsible for late, lost, illegible, incomplete, falsified or destroyed Entries and all such Entries are void. Entries that have been tampered with or altered are also void. The Releasees will not be liable for any failure of the Contest Website, do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void. In the event of a dispute, entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If the identity of an Entrant is disputed, the authorized account holder associated with the email account at the time of entry will be deemed to be the Entrant. A selected entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected entry. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Contest server machine(s).
12. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages; therefore, such exclusions may not apply to you. BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE RELEASEES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM THE CONTEST, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE, TRAVEL TO OR THE MERCHANDISE FOR WHICH IT IS REDEEMED (IF APPLICABLE). FURTHER, BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE RELEASEES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND

(INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS CONTEST, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE, OR B) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY.

13. The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux in Quebec, to terminate or suspend this Contest or to amend the Official Rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, the Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux in Quebec, to terminate the Contest and conduct a random draw from all previously received eligible entries.
14. **FOR QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux 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.
15. All Entries become the permanent property of the Sponsor. No correspondence will be entered into except with the selected entrant. The Contest is subject to all applicable federal, provincial/territorial and municipal laws. By participating in the Contest, each Entrant agrees that the Releasees have not made, with respect to each of their own products / services provided as a prize or part thereof (if applicable), any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. Winning a prize is contingent on fulfilling all the requirements set forth herein. All Entries and prize claims are subject to verification. Proof of entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Rules. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his / her prize, or the cash value thereof. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS**

CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

16. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials including, but not limited to: the Registration Form, Contest Website, and/or point of sale, television, print or online advertising; the terms and conditions of these Official Rules shall prevail, govern and control.
17. The Sponsor respects your right to privacy. The information you provided will only be used for the purpose of administering this Contest and Prize fulfillment, unless otherwise stated. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit: <https://upfield.com/privacypolicy>. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of his/her personal information, including by agreeing to sign up for the Becel® mailing list or under Section 10.

Appendix A: Participating Products

The following is a list of all Becel® products, any of which can be purchased in order to qualify under the Purchase Entry method.

DESCRIPTION	UPC
Becel Vegan Marg 454g Tub	0-11115-00119-6
Becel Vegan MARG 907g Tub	0-11115-00137-0
Becel Salt Free MARG 907g Tub	0-11115-00136-3
Becel Reg Marg 1.22kg Tub	0-11115-00120-2
Becel ProActiv Marg 454g Tub	0-11115-00127-1
Becel OlivePlus 1L btl	0-11115-00138-7
Becel Olive Oil Marg 454g Tub	0-11115-00118-9
Becel Olive Oil MARG 907g Tub	0-11115-00135-6
Becel Gold MARG 1.36kg Tub	0-11115-00121-9
Becel Gold Marg 680g Tub	0-11115-00116-5
Becel Buttery MARG 1.36kg Tub	0-11115-00122-6
Becel Buttery Marg 680g Tub	0-11115-00117-2
BECEL SALTED 454G BRICK	0-11115-00155-4
Becel Unsalted 454g Brick	0-11115-00154-7
Becel Vegan MARG 480G	0-11115-00074-8
Becel Salt Free MARG 454g Tub	0-59950-19230-3
Becel REG Oil 1L Btl	0-59950-19400-0
Becel Original MARG 1.81kg Tub	0-59950-19200-6
Becel Original MARG 480 G PC	0-11115-00125-7
Becel Original MARG (2)x227g	0-59950-19080-4
Becel Original MARG 454g Tub	0-59950-19010-1
Becel Original MARG 1.22kg Costco	0-11115-00151-6
Becel Original MARG 907g Tub	0-59950-19100-9
Becel Original MARG 1.81kg Tub	0-11115-00124-0
Becel MARG Unsalted Sticks 454G	0-11115-00030-4
Becel MARG Salted Sticks 454G	0-11115-00029-8
Becel Light MARG 454g Tub	0-59950-19160-3

Becel Light MARG 907g Tub	0-59950-19120-7
Becel Avocado MARG 427g Tub	0-59950-00013-4
Becel Avocado MARG 850g Tub	0-59950-00014-1
Becel AVO Plus Oil 6 1L Btl	0-11115-00027-4

Appendix B: Eligible Charities

The following is a list of all eligible charities from which the Grand Prize winner can select (See section 7). **Please note that none of the charities listed below are sponsored by or affiliated with the Sponsor and have not approved or endorsed the Contest.**

BECEL CHARITIES LIST	
FOOD	
Name	Location
Airdrie Food Bank	AB
Acton Food Share	ON
After The School Bell Food Program Organization	NS
Amherst Food Assistance Network Association	NS
Angus Food Bank	ON
Annapolis Area Food Bank Society	NS
Antigonish Community Food Bank	NS
Arnprior And District Food Bank Inc	ON
Athens FoodBank/Crisis Fund Association	ON
Atikokan Community Food Bank	ON
Banff Food Bank Society	AB
Banque Alimentaire Bons Voisins/Good Neighbours Food Bank (GNFB)	ON
Banque Alimentaire d'Alfred	ON
Banque D'aliments Sudbury Food Bank	ON
Banqueting Table Food Services Society	BC
Barrie Food Bank	ON
Barriere & District Food Bank Society	BC
Beausejour And Area Food Bank Incorporated	MB
Beaverlodge Christmas Hamper & Food Bank	AB
Berwick Food Bank Association	NS
Biggar And District Food For Thought Inc	SK
Blackfalds Food Bank Society	AB
Bon Accord / Gibbons Food Bank	AB

Boundary Community Food Bank Society	BC
Brandon's Food for Thought Breakfast and Snack Program for Kids	MB
BRIGHTON FARE SHARE FOOD BANK	ON
Brock Community Food Bank	ON
Brooks Food Bank Foundation	AB
Cambridge self-help food bank inc.	ON
Campbellford Fare Share Food Bank	ON
Carlyle & District Food Bank Inc.	SK
Coaldale Community Food Bank Society	AB
Coboconk & Area Food Bank Inc.	ON
Cold Lake Food Bank Society	AB
Community Food Share DS	ON
Dalhousie food action group inc	ON
Deep river and area food bank incorporation	ON
Deer lake regional food bank	NL
Digby and area food bank	NS
Drayton area community food bank society	AB
Durham and district foodbank	ON
East Dartmouth Christian food bank association	NS
Eastern shore food bank	NS
Edson food bank society	AB
Elmvale & District Food Bank	ON
Espanola Helping Hand Food Bank Ltd.	ON
Essex Area Food Bank	ON
Exeter Community Food Bank	ON
Falls Food - Onaping Falls Area Foodbank	ON
FAMSAC Food Cupboard	ON
Fare Share Food Bank (Oakville) Inc	ON
Feed Enderby And District Food Bank Society	BC
Flagstaff Food Bank	AB
Food 4 Children Society	NS
Food Action Society of the North Okanagan	BC
Food Bank On The Edge	BC
Food Bank Society of Whitehorse	YT
Food Depot Alimentaire Inc.	NB
Food For Life Canada	ON
Food Rescue (Yellowknife)	NT
Food4kids Brant Haldimand	ON

Food4Kids Halton	ON
Foodshare Toronto	ON
Fort York Food Bank, A Non-Profit Corporation	ON
Gleaners Foodbank (Quinte) inc.	ON
Golden Food Bank Society	BC
Goldstream Food Bank Society	BC
Good neighbours food centre inc.	SK
Grand Falls-Windsor, Bishop's Falls Community Food Bank Inc.	NL
Greater Vancouver Food Bank Society	BC
Grunthal Caring Hands Food Bank Inc	MB
Hagersville Food Bank	ON
Hanna Food Bank Association	AB
Harvest Share Community Food Programs	ON
Havelock Food Bank	ON
Helping Hand Food Bank Incorporated	ON
Heron Emergency Food Centre South East Ottawa	ON
High Prairie And District Food Bank Society	AB
High River Food for Thought Ltd.	AB
Hinton Food Bank Association	AB
Huron County Food Bank Distribution Centre	ON
Huron Friends Of The Community Foodbank Center	ON
Hythe and District Food Bank Society	AB
Innisfail & Area Food Bank	AB
Interlake Food Bank	MB
Inuvik Food Bank	NT
Jarvis Caring Cupboard Food Bank	ON
Jasper Food Bank Society	AB
Kamloops Foodbank & Outreach Society	BC
Kanata Food Cupboard	ON
Kawartha Food Share	ON
Kindersley & District Food Bank Inc.	SK
King Township Food Bank	ON
Kingsville Community Food Bank Association	ON
Kipling Food Bank Inc.	SK
Lac Du Bonnet And Area Food Bank	MB
Lac Ste Anne East Food Bank Society	AB
Lanark County Food Bank Inc	ON
Lethbridge Food Bank Society	AB

Lighthouse Food Bank Society	NS
London And Area Food Bank Inc	ON
Lush Valley Food Action Society	BC
Macklin & District Food Bank & Secret Santa Association	SK
Madawaska Valley Food Bank	ON
Mahone Bay Area Food Bank Association	NS
Making A Difference Food Bank Inc.	NB
Malton Food Bank	ON
Manna Food Bank Of Bracebridge Inc	ON
Markdale And District Food Bank Board	ON
Mattawa And Area Food Bank	ON
Melfort Food Bank Inc	SK
Melville and District Food Bank Inc.	SK
Midwest food resource project, Inc.	SK
Millbrook And District Food Share	ON
Minden Food Bank	ON
Minnedosa and Area Food Bank Inc.	MB
Morinville Food Bank Society	AB
Morrison Gardens Emergency Food Outlet	ON
Nanaimo Foodshare Society	BC
Nelson Community Food Centre Society	BC
Niqinik Nuatsivik - Nunavut Food Bank	NU
North Bay Food Bank Inc.	ON
North Huron Community Foodshare	ON
North of Smokey Food Bank Association	NS
North Sydney Food Bank Society	NS
North York Harvest Food Bank	ON
Omemee Food Bank	ON
One Hundred Mile House Food Bank Society	BC
Orangeville Food Bank: Caring For The Community	ON
Our Town Food Bank	ON
Outlook and District Food Bank Inc.	SK
Oxford And Area Food Bank Association	NS
Oyen & District Food Bank Association	ON
Parkdale Food Centre	ON
Peachland Food Bank	BC
Pictou (West) Food Bank Society	NS
Pictou County Food Bank	NS

Ponoka Food Bank Association	AB
Port Hardy Harvest Food Bank	BC
Port Hawkesbury Food Bank Society	NS
Pregnancy Care Centre & Infant Food Bank	ON
Qajuqturvik Food Centre	NU
Quinte Region Food Sharing Shelter Inc.	ON
Regina & District Food Bank Inc.	SK
Regional Food Distribution Association of Northwestern Ontario	ON
Renfrew & District Food Bank Inc.	ON
Richmond Food Bank Society	BC
Richmond Food Bank	ON
Rosetown And District Food Bank	SK
Russell & Area Food Connections Inc.	MB
Saint John East Food Bank Inc	NB
Saint John North End Food Assistance Group Inc	NB
Saskatoon Food Bank Incorporated	SK
Second Mile Food Bank / Banque Alimentaire Deuxième Chance Inc	NB
Sera Mey Food Fund	ON
Shaunavon Food Bank Inc.	SK
Shelburne Loyalist Food Bank	NS
Shepody Food Bank Inc	NB
Smiths Falls Community Food Bank	ON
Smoky Lake Food Bank Society	AB
Sorrento Food Bank	BC
Souris Food Bank	PE
South East Rocky View Food Bank Society	AB
South Porcupine Food Bank Inc	ON
Southquill Health Area Foodbank Inc.	MB
Squamish Food Bank Society	BC
St Joseph's Food Bank (Pembroke) Inc	ON
St Margaret's Bay Food Bank	NS
St Mary's District Food Bank	NS
St. Albert Community Village and Food Bank Society	AB
Stettler And District Food Bank Society	AB
Stittsville Food Bank	ON
Strathcona Food Bank Association	AB
Summerland Food Bank & Resource Centre Society	BC
Swan Valley Food Bank Inc	MB

Sydney Mines Food Bank Society	NS
The Bol Food Bank Of Greater Toronto	ON
The Community Food Sharing Association Inc	NL
The Community Harvest Food Bank	BC
The Community Share Food Bank Inc	ON
The Dryden Food Bank	ON
The Eganville And District Community Food Bank	ON
The Food Sharing Project	ON
The Fort Saskatchewan Food Gatherers Society	AB
The Gathering Food Centre	ON
The Hantsport and Area Community Food Bank Society	NS
The Kennebecasis Valley Food Basket Inc	NB
The Local Community Food Centre	ON
The Lumby Food Bank Society	BC
The Mississauga Food Bank	ON
The Okotoks Foodbank	AB
The Open Hamper Food Bank Society	NS
The Pavilion Food Bank	ON
The Riverdale Harvest Food Bank Inc	MB
The Southern Kings And Queens Food Bank Inc	PE
The Storehouse Food Bank	ON
The Sturgeon Falls Volunteer Fire Brigade- Christmas Toy & Food Drive	ON
The Waterford And District Food Cupboard	ON
Thunder Bay Food Bank Inc	ON
Timmins Food Bank, a division of St. Martin de Porres Charities	ON
Trenton Care & Share Food Bank	ON
Twelve Baskets Food Bank Association	NS
Vauxhall & Area Food Bank Society	AB
Vegreville Food Bank Society	AB
Victoria Community Food Hub Society	BC
Viking Food Bank	AB
Virden Area Food Cupboard	MB
Walkerton & District Food Bank	ON
Wasaga Beach Ministerial Food Bank	ON
Watrous And District Food Bank Inc	SK
Wecan Food Basket Society Of Alberta	AB
Wheatland County Food Bank Society	AB
Whitchurch Stouffville Foodbank	ON

Windsor And District Food Bank Society	NS
Wolseley Food Bank Inc	SK
Woodville Christian Food Bank	ON
York Region Food Network	ON
Yukon Food For Learning Association	YT
HEALTH AND NUTRITION	
Active Aging Canada Inc./Vieillir Activement Canada Inc	ON
Active Cambridge Fitness Program	ON
Active Healthy Kids Canada	AB
Bayham Community Initiatives/Elgin Community Nutrition Partnership/Eat2Learn	ON
Carman & Community Active Living Centre Inc.	MB
Centre De Nutrition Bon Secours Bahon	QC
Comite Des Femmes Actives De Montreal	QC
Corporation intégration à la vie active des personnes handicapées de Laval	QC
Environmental Health Association Of Nova Scotia	NS
Interfit- The Intergrated Fitness Society	BC
Move Adapted Fitness and Rehabilitation Society of B.C.	BC
Nipawin nutrition for kids inc.	SK
Nutrition for Learning inc.	ON
Service De Nutrition Et D'action Communautaire (SNAC)	QC
Societe Lucoise Des Personnes Handicapees Actives	QC
The Cardiac Fitness Association	ON
Valley Integration To Active Living Society	BC
ENVIRONMENT AND SUSTAINABILITY	
Abbotsford Agrifair	BC
Arrowsmith Agricultural Association	BC
Assiniboine Food Forest Incorporated	MB
Bella Coola Fair Association	BC
Big Lake Environment Support Society	AB
Bonavista Horticultural Society Inc.	NL
Bruderheim Agricultural Society	AB
Caledon Agricultural Society	ON
Canadian Marine Environment Protection Society	NS
Citizens Environment Alliance Of Southwestern Ontario	ON
Collingwood Horticultural Society	ON
Dunnville Horticultural Society	ON
Ecological Farmers Association Of Ontario	ON
Ecospark Environmental Organization	ON

Eecom: The Canadian Network For Environmental Education And Communication/Eecom: Réseau Canadien D'éducation Et De Communication Relatives A L'environnement	BC
Elements Society for Environmental Education and Leadership (ELEMENTS)	BC
Environmental Coalition Of Prince Edward Island Ltd	PE
Environmental Health Association Of Nova Scotia	NS
Eya Environmental Youth Alliance Society	BC
Fondation Grantham pour l'art et l'environnement (FGAE) / Grantham Foundation for the Arts and the Environment (GFAE)	QC
Foundation for Environmental Stewardship	ON
Friends Of Ecological And Environmental Learning	ON
Futurewatch Environment And Development Education Partners	ON
Greenest City Environmental Organization	ON
Hespeler Horticultural Society	ON
High Prairie And District Agricultural Society	AB
Kincardine Agricultural Society	ON
Kitscoty & District Agricultural Society	AB
La coalition pour la viabilité du Sud du Golfe du Saint-Laurent/Southern Gulf of St. Lawrence coalition on Sustainability	PE
Lake Of The Woods Water Sustainability Foundation	ON
Lakefield And District Horticultural Society	ON
Langley Environmental Partners Society	BC
Legacy Fund for the Environment LFE/Fonds d'héritage pour l'environnement FHE	QC
Madoc Agricultural Society	ON
Manitoba Farmers with Disabilities	MB
Marwayne Agricultural Society	AB
Master Gardeners Of Ontario Inc	ON
Minden Agricultural Society	ON
Nature's Calling! Environmental Education	ON
Northern Environmental Action Team	BC
Ottawa Peace And Environment Resource Centre	ON
Pacific Sustainability Centre Association	BC
Parham Agricultural Society	ON
Parry Sound And District Horticultural Society	ON
Pine Ridge Wildlife And Environment Foundation Inc	MB
Prince George Recycling & Environmental Action & Planning Society	BC
Raven (Respecting Aboriginal Values And Environmental Needs)	BC
Rideau Environmental Action League	ON
Rockwood Agricultural Society	MB

Saint John Horticultural Association	NB
Salt Spring Institute For Sustainability Education & Action	BC
Saskatchewan Conservation Learning Centre Inc	SK
Saskatchewan Environmental Society Inc.	SK
Societe D'agriculture Du Comte De Brome/Brome County Agricultural Society	QC
Socio-Economic and Environmental Development Solutions (SEEDS)	ON
Spencerville Agricultural Society	ON
Supported Training And Rehabilitation In Diverse Environments	ON
Sustainable Environment Network Society	BC
Sustainable Food Edmonton	AB
T.Buck Suzuki Environmental Foundation	BC
The Daysland & District Agricultural Society	AB
The Delia And District Agricultural Society	AB
The Elora Centre For Environmental Excellence	ON
The Kingston And District Agricultural Society	ON
The Stettler District Agricultural Society	AB
The Sustainability Institute Of Canada	ON
Tillsonburg Horticultural Society	ON
Total Communication Environment	ON
Treherne Agricultural Society	MB
Tusket River Environmental Protection Association	NS
West Coast Environmental Education Society	BC
West Coast Environmental Law Research Foundation	BC
West Kootenay Environmental Centre Society	BC
Western Environment Centre Inc.	NL
