

OWL's Paper Mario™: Color Splash "Caption This" Contest: OFFICIAL RULES AND REGULATIONS

1. ELIGIBILITY

NO PURCHASE NECESSARY.

This Contest is open to legal residents of Canada, excluding the residents of Quebec. VOID WHERE PROHIBITED BY LAW. Employees of Bayard Canada ("Contest Sponsor") and Nintendo and their respective parents, affiliates, subsidiaries, advertising and promotional agencies and the immediate family members and persons they reside with are not eligible to participate.

Entrants must be between 8 and 14 years old as of December 31, 2016.

2. HOW TO ENTER

The entrant must follow the Contest directions in full to be eligible.

1. Write a caption for one of the four images from the Paper Mario™: Color Splash game found in OWL Magazine's, November 2016 issue or online at Owlkids.com/contest/captionthis.
2. Fill out the online entry form at www.owlkids.com/captionthis, or download a printable entry form at www.owlkids.com/captionthis and fill out all the mandatory fields.
3. Upload or mail in your entry.

By entering the contest, the contestant consents to the release of his/her name and photograph. The contestant declares to have complied with the Contest Rules. Further, the winner must conform to all directions given by the Contest Sponsor or his/her participation in the Contest will be denied.

All entries become the property of the Bayard Canada and will not be returned to entrants.

3. CONTEST PERIOD

Contest opens on October 18, 2016. All entries must be received by 11:59 p.m. (Eastern standard time) on December 31, 2016.

4. WINNER SELECTION

The grand-prize winner and the three (3) runners up will be judged by a jury of representatives from Bayard Canada on the creativity of the caption and notified by phone and/or email on or around January 20, 2017. An eligible contestant who is selected must correctly complete a time-limited mathematical skill-testing question administered by telephone in order to be deemed a winner. All decisions of the judges are final. Odds of winning are based on the number of entries received. For a list of prize winners, send a separate, self-addressed, stamped envelope to Bayard Canada, "Caption This" Winners List, 10 Lower Spadina Avenue, Suite 400, Toronto, ON M5V 2Z2, after April 15, 2017.

5. PRIZES

- a) One (1) grand-prize winner and three (3) runners-up will be chosen from the entries and awarded to participating children who are 8 to 14 years of age as of December 31, 2016.
- b) The grand-prize consists of: (1) one Wii U™ Mario Kart™ 8 system bundle; (1) one Paper Mario™: Color Splash game; (1) one Mario™ toque; (1) one character backpack; and (1) button set.
- c) The three (3) runners-ups will each receive one (1) one copy of the Paper Mario™: Color Splash game.
- d) In accordance with Canadian law, no charitable receipt for income tax purposes can be issued to the prizewinners.
- e) All prizes are supplied by Nintendo. Trademarks and copyrights are properties of Nintendo.
- f) The child winner's parents or legal guardians will be required to sign an affidavit of eligibility acknowledging compliance with these rules and regulations and an acknowledgement of Bayard Canada's copyright, property and other ownership rights, and a waiver of moral rights in the prize-winning entry.

Prize must be accepted as awarded and no cash equivalent is available. NO SUBSTITUTION OF PRIZES IS PERMITTED EXCEPT BY BAYARD CANADA IN ITS SOLE DISCRETION. BAYARD CANADA THE RIGHT TO SUBSTITUTE ANY PRIZES WITH ANOTHER PRIZE OF EQUAL OR GREATER VALUE. PRIZES ARE NON-TRANSFERABLE AND ARE NOT REDEEMABLE FOR CASH OR CREDIT.

6. GENERAL TERMS AND CONDITIONS

a. Contest subject to all federal, provincial and local laws, and regulations. This contest is void where prohibited. Applicable taxes, if any, are the responsibility of the winners.

b. Entry constitutes agreement with all of the foregoing rules and terms, and also constitutes permission to use the winner's name, likeness, contest entry and information contained therein, statements, quotes, testimonials, photographs, and name of hometown for promotional purposes, including but not limited to posting of such information and reproduction and display on Bayard Canada and Nintendo's websites, except where prohibited by law. Failure to comply with the contest rules may result in the entrant's disqualification.

c. Bayard Canada is not responsible for: (1) lost, stolen, illegible, torn, damaged, late, incomplete, or misdirected entries; (2) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures or difficulties; and (3) any condition caused by events beyond the control of the Bayard Canada which may cause the contest or the awarding of prizes to be disrupted or impractical of being completed. Entry constitutes agreement to hold Bayard Canada, Nintendo and their affiliated entities, together with its or their respective directors, officers, employees, agents, successors, and assigns, harmless from and against any and all physical injury, damages, liabilities, losses, and expenses arising out of this contest or acceptance or use of the prizes. The winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use of redemption of any prize. Bayard Canada reserves the right to suspend and/or cancel the contest should causes beyond their control interfere with the administration, security, or proper conduct of the contest.

d. Bayard Canada respects your privacy and values our relationship with you. Your personal information will be protected and will never be sold. The information you have provided to enter this contest will be used only for contest administration and/or audit. If you have any questions or wish to obtain more information about our Privacy Policy, you may visit our web site at www.owlkids.com.

e. This contest is offered only in Canada, excluding the province of Quebec. Ontario law will apply in the event of any disputes relating to or arising from the Contest and the Ontario courts shall have non-exclusive jurisdiction over all such disputes. The collection and use of personal information of the entrants and their parents and/or legal guardians by Bayard Canada will be subject to the Bayard Canada Canada Privacy Policy. A copy of the Bayard Canada Canada Privacy Policy can be obtained by writing to Bayard Canada at the address below or at www.owlkids.com.

Restrictions, conditions and limitations apply.

BY ENTERING THIS CONTEST, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES. The Official Rules will be posted at all times at www.owlkids.com/captionthis. Entrants further agree to be bound by the decisions of the judges, which shall be final and binding in all respects.

7. LIMITATIONS OF LIABILITY

If, for any reason, the Contest is not capable of running as planned, Bayard Canada reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest. Except as expressly warranted herein, the Prizes are provided to winners "as is" without further warranty of any kind.

IN NO EVENT SHALL CONTEST ENTITIES BE RESPONSIBLE HEREUNDER FOR ANY INCIDENTAL, CONSEQUENTIAL, SPECIAL OR INDIRECT DAMAGES EVEN IF CONTEST ENTITIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Nintendo is a prize provider and not a sponsor of this Contest. By entering the Contest, each entrant releases Nintendo (and its parents, affiliates, and subsidiaries) from any liability associated with the administration of this Contest.

8. SPONSORED BY: Bayard Canada, 10 Lower Spadina Ave., Suite 400, Toronto, ON M5V 2Z2