

The AMA Rewards New Year, New You Contest Rules

The AMARewards New Year, New You Contest (the "**Contest**") is being held by the Alberta Motor Association ("**AMA**").

Privacy

Information is collected in accordance with the AMA Privacy Policy. Any personal information obtained in the course of running this Contest will be used for administration and for marketing purposes for this Contest. Personal information will not be sold or distributed to any unrelated third party. A copy of the AMA Privacy Policy is available at all AMA retail centres and online at <http://www.ama.ab.ca>.

Contest Dates

Contest begins 12:00 a.m. Mountain Standard Time ("**MST**") on January 22, 2018 and closes at 11:59 p.m. MST on February 23, 2018 (the "**Contest Period**").

Who Can Enter

Contest is open to all AMA members who are eighteen (18) years of age or older who reside in Alberta or the Northwest Territories (each a "**Contestant**") except that employees of AMA and AMA's wholly owned subsidiaries, and the immediate family members or people that reside in the same household of such persons cannot be Contestants.

How to Enter

Contestants may create one (1) entry (an "**Entry**") by going online to AMARewards.ca/NewYou and properly completing and submitting the online entry form. A Contestant may enter a maximum of one (1) Entry into this Contest.

Prizes

There will be a total of one (1) prize to be awarded in this Contest (the "**Prize**"). The Prize is a gift pack which contains the following:

- One-year Anytime Fitness Membership (Edmonton or Calgary locations only);
- Popeye's Supplements Gift Basket;
- A Reitmans gift card; and
- A Joe Fresh gift card.

The Prize has an approximate value of \$750.00. The fitness membership and gift cards that are part of the Prize may have their own terms and conditions for their use.

Selecting The Prize Winner

All eligible Entries have an equal chance of winning the Prize, chances of winning are dependent on the number of Entries received into the Contest.

One (1) Entry will be randomly selected from all eligible Entries received and the holder of that Entry will be named the Prize winner.

The Prize draw will occur on February 26, 2018, at approximately 10:00am MST at the AMA Administration building in Edmonton.

Claiming the Prize

AMA will contact the Prize winner online or through other means if possible. If, for any reason, it is not possible within a seventy-two (72) hour period to contact the Prize winner despite reasonable efforts, AMA reserves the right to disqualify that Entry and randomly select another Entry to be the winner of the Prize.

The Prize must be accepted as described; substitutes by the Prize winner will not be allowed and the Prize may not be transferred to other persons until after it has been awarded. AMA retains the right to replace the Prize with a different prize of equal or greater value if the original Prize becomes unavailable for reasons beyond AMA's control.

By entering this Contest, Contestants automatically accept these Contest rules and release AMA from any liability with respect to this Contest or the redemption of the Prize. AMA reserves the right to withhold a Prize or disqualify a Prize winner's Entry in the event that the Prize winner fails or refuses to comply with these Contest rules.

General Terms and Conditions

By entering this Contest, the Prize winner consents to AMA publishing Contestants' name and picture, in all forms and media, and in all manners including advertising, trade, display, editorial, art, advertisements, video production, exhibitions, Facebook and other website content. In giving this consent, the Prize winner releases AMA and its respective employees and directors from liability for any violation of any personal or proprietary right or entitlement the Contestant may have in connection with such reproduction, publication, use and distribution of the Prize winner's name and image.

AMA will not be responsible for, or accept any liability resulting from Entries that are delayed, lost, stolen or misdirected for any reason during their delivery to AMA whether by, but not limited to, faulty or defective internet access, cellular signal, data signal, computers, smart phones, digital handheld devices or other computer devices.

If, for any reason and in the opinion of AMA, in its sole discretion, the Contest is not capable of running as planned or if the administration, security, fairness, integrity or proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorized intervention, fraud, technical failures or other causes beyond its control, AMA reserves the right to cancel, terminate, modify or suspend the Contest including any method of entry.

Any inquiries or concerns relating to the Contest should be addressed to AMA.

All decisions by AMA with respect to all aspects of this contest are final.

In these Contest rules, words importing singular include the plural and vice versa.

These Contest rules shall be construed and interpreted in accordance with the laws of the Province of Alberta.