

Contest Terms and conditions
INSTAGRAM CONTEST « Always in Style »
Norman Parkinson: Always in Style exhibition
From 12 July to 23 August 2024

1. CONTEST DURATION

The *Always in Style* contest is held by the McCord Stewart Museum and takes place in Canada from July 12 to August 23, 2024, at 10 a.m.

2. ELIGIBILITY

The contest is open to anyone who:

- a. is a resident of Canada.
- b. has reached the age of majority in his or her province of residence at the time of entering the contest.
- c. whose photograph complies with the contest theme as indicated in point 5.2.
- d. Excluded are employees of the McCord Stewart Museum and the contest partner, Holt Renfrew Ogilvy, as well as members of their immediate family (father, mother, brothers, sisters, children), their spouse, legal or de facto, and all persons with whom they are domiciled.

3. METHODS OF ENTRY

3.1 To enter the competition, please post a photo of your outfit inspired by the decade of the week using the keywords #ToujoursenVogue and @museemccordstewart on Instagram. Winners will be contacted by private message on Instagram.

3.2 Although online access and an email account are required to enter the competition, no purchase is necessary to enter. Many public libraries, retail businesses and other establishments make computers available to the public free of charge and some internet service providers or other companies offer free email accounts.

4. PRIZES

Six Grand Prizes

- One (1) Clarins beauty gift basket from Holt Renfrew Ogilvy (value of \$1665)

Each gift basket includes the following products:

80071984	MEN GEL ENERGISANT 50ML
80071985	MEN GEL ENERGISANT YEUX 15ML
80085184	Nettoyant Visage 125ml Men
80085753	Shampooing Ideal 200ml Men
80076239	BAUME CORPS SUPER HYDRATANT
80027223	GOMMAGE EXFOLIANT PEAU NEUVE
80087949	PRECIOUS CREME SOFT 50ML
80087951	PRECIOUS LOTION 150ML
80087952	PRECIOUS SERUM 30ML
80093414	PRECIOUS CREME YEUX 15ML
80095377	PRECIOUS OUTIL DE MASSAGE

The total value of one (1) grand Prize is \$1,665.

Six Secondary Prizes

- One (1) +1 annual membership to the McCord Stewart Museum (value of \$90)

The total value of one secondary prize is \$90.

The total number of prizes is 12 for 12 winners and the total value of the Prizes is \$10,530.

5. DRAW

5.1 **On Friday, August 23, 2024, at 10 a.m.** in Montreal, at the McCord Stewart Museum offices, **twelve (12) entries** will be selected by random draw from all eligible entries received during the duration of the contest.

5.2 To be eligible, winning photos must comply with the contest theme: a portrait or self-portrait of the entrant wearing an outfit inspired by the decades of the exhibition (from the 1930s to the 1980s). The outfit must be clearly visible.

5.3 Six (6) people will be declared winners on **Friday, August 23 at 10 a.m.** for the grand prizes and six (6) people will be declared winners for the secondary prizes listed above.

5.4 Photographs of the 12 winners will be published on the McCord Stewart Museum's official Instagram account.

6. ODDS OF WINNING

Odds of winning depend on the number of eligible entries received during the contest period. There is no limit to the number of entries per person, but only one prize may be awarded per person.

7. AWARDING OF THE PRIZES

To be declared a winner selected entrant must first, in addition to meeting the contest eligibility criteria and complying with the contest rules, be contacted via Instagram by the administrator or his/her representatives within three (3) business days immediately following the selection of his/her entry. The winner will have 3 business days to claim his or her prize at the McCord Stewart Museum, located at 690 Sherbrooke Street West. Unclaimed prizes will be awarded in a second random draw.

8. GENERAL CONDITIONS

8.1 Verification of Entries

The validity of any entry is subject to verification by the administrator. Any entry that is illegible, incomplete, or made in a fraudulent manner will be disqualified. Any participant or person attempting to enter by a means that is contrary to these official contest rules or who otherwise disrupts the operation of this contest or whose entry is likely to be unfair to other potential participants will be disqualified. Any decision of the administrator or its representatives, including in particular any question of eligibility or disqualification of any registration and participation, is final and without appeal. Entries become the property of the administrator and none of them will be returned.

8.2 Acceptance of Prizes

All prizes must be accepted as described in these rules and may not be returned, transferred to another person or substituted for another prize, or exchanged in whole or in part for cash, except as provided in paragraph 2.c.

8.3 Substitution of Prizes

The administrator reserves the right, at its sole and absolute discretion, and for any reason whatsoever, to replace a prize or part of it with a prize of equivalent or greater value, including in particular the cash value of the prize.

8.4 Number of Prizes/Winners

By participating in this contest, each participant acknowledges that the administrator will not be required, under any circumstances, to award more prizes than the number of prizes available, as set out in the official contest rules. If, for any reason whatsoever (including in particular due to a

mechanical, electronic, human or other error, a malfunction or defect in the design, promotion, management, implementation or administration of the contest), the number of winners declared or the number of prizes claimed by the participants exceeds the number of prizes available, the administrator reserves the right, at its sole and absolute discretion, to end the contest partially or completely, without notice, and to award the appropriate number of prizes from the appropriate number of winners, selected in accordance with the contest rules from among eligible entries validly submitted before the end of the contest.

8.5 Other Changes to the Contest

Without limiting the scope of paragraph 8.4 above, the administrator reserves the right, at its sole and absolute discretion, to modify, cancel, terminate or suspend the contest in whole or in part, for any cause or circumstance, including in particular if an event beyond its control corrupts or affects the administration, security, impartiality or the normal operation of the contest, such as a virus, a computer bug or a unauthorized human intervention.

8.6 Release and Exclusion of Liability

By the participant. By entering or attempting to participate in this contest, each participant and/or purported participant agrees: (i) to release, discharge, and hold harmless, forever, the group associated with the contest and its shareholders from any and all claims, actions, damages, demand, cause of action, suit, debt, duty, account, bond, warranty, compensation, contract or liability of any kind arising out of or in connection with the participation in the contest or the attempt to participate in the contest by the participant, the compliance or non-compliance with these contest rules or the acceptance and use of the prize; and (ii) if selected as a winner, to sign the declaration and waiver form (s) (see paragraph 8.1) in this regard, prior to receiving the prize. The contest group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer online systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this contest is a violation of criminal and civil laws and, should such an attempt occur, the administrator reserves the right to seek remedies or damages to the fullest extent permitted by law, including through criminal prosecution.

8.7. Name/Image of Winners

By entering the contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

8.9. Personal Information

Any personal information collected about entrants in connection with this Contest is used solely for the administration of this Contest, unless the entrant has authorized the Administrator, or any other entity related to the Contest to contact him or her.

8.10. Identity of the Participant

For the purposes of these rules, the participant is the person who owns the email account that appears on the entry form. It is to this person that the prize will be awarded if selected and declared the winner.