

## Organic Month Tag & Share Challenge

**Eligibility:** This contest is open only to those whose entries satisfy all the submission criteria and who are 18 years of age or older as of the date of entry. The contest is only open to legal residents of Canada and is void where prohibited by law. Organic Month is a program of the Canada Organic Trade Association (COTA). For the purposes of these contest eligibility rules, the entity will be referred to as Organic Month. Excluded from eligibility are employees, officers, directors, agents and representatives of Organic Month, and their parents, related and affiliated companies, subsidiaries, departments or agencies, franchisees, suppliers, advertising and promotional agencies, Contest administrators, and any other parties engaged in the development, production or distribution of Contest materials and those living in the same household, none of which are eligible to enter this Contest or win a Prize. The contest is subject to all applicable federal, provincial and territorial, and local laws and regulations. Void where prohibited.

**Agreement to rules:** By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Organic Month as final and binding as it relates to the content of this Campaign.

**Contest period:** Entries will be accepted online starting on September 7, 2025 at 10:00 AM Eastern Time (ET) and ending September 21, 2025 at 10:00 PM ET.

**How to enter:** To enter the contest, entrants must complete the steps:

1. **Follow** @choosecanadaorganic on Instagram
2. **Like** the official contest post on Instagram
3. **Tag** a friend in the comment section of the post
4. **Share** the official contest post to story on instagram to spread the word about Organic Month

Entrants may comment as many times as they wish to. Each comment tagging a new friend is 1 entry counted in the contest. Must be a separate comment for each pair. If more than 1 friend is tagged in one comment, the first friend in the comment will be noted as the eligible "pair".

**Prizes:** Organic Month has many prizes to give away that have been donated by Organic Month prize donors. The specifics of the prize shall be solely determined by Organic Month. No cash or other prize substitution shall be permitted. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, provinces and territories, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Organic Month to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law. Please note that for Québec residents, in accordance with Québec law, the value of the prize cannot exceed \$100. This regulation is enforced to ensure compliance with the local laws governing contests and promotions within the province.

**Terms of prize acceptance:** All Prizes must be accepted as awarded. No substitution, assignment or transfer of prizes is permitted, except: (i) as otherwise explicitly provided herein; or (ii) in the Sponsor's sole discretion. Organic Month reserves the right to substitute a Prize with one (1) of comparable or greater value without liability or consent. Prizes are non-transferable and subject to availability.

**Odds:** The odds of winning depend on the number of eligible entries received

**Winner selection and notification:** Only entries that follow all of the entry steps will be eligible to win the prize. Winners will be selected by random draw. Winners will be contacted directly by direct message on Instagram. Winners are responsible for replying to @choosecanadaorganic to claim their prize. Organic Month shall have no liability for Winners' failure to receive notices due to spam, junk e-mail or other security settings or for Winners' provision of incorrect or otherwise non- functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 2 days from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate Winner selected. Receipt by Winner of the prize offered in this contest is conditioned upon compliance with any and all federal, provincial, territorial, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT ORGANIC MONTH'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

**Rights granted by you:** By entering this contest You understand and agree that Organic Month, anyone acting on behalf of Organic Month, and Organic Month's licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the contest, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes without any further compensation, notice, review, or consent.

**Terms and conditions:** Organic Month reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the contest should virus, bug, non-authorized human intervention, fraud, or other cause beyond Organic Month's control corrupt or affect the administration, security, fairness, or proper conduct of the contest. In such case, Organic Month may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Organic Month. Organic Month reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the contest or website or violates these Terms & Conditions. Organic Month has the right, in its sole discretion, to maintain the integrity of the contest, to void submissions for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by contest rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the contest may be a violation of criminal and civil laws. Should such attempt be made, Organic Month reserves the right to seek damages to the fullest extent permitted by law.

**Limitations of liability:** By entering, You agree to release and hold harmless Organic Month and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not,

from: (i) such entrant's participation in the Campaign and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.

**Disputes:** THIS CONTEST IS GOVERNED BY THE LAWS OF Canada AND your province/territory, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in your province/territory having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this contest). Participant further waives all rights to have damages multiplied or increased.