

PRIZE AND CONTEST RULES AND REGULATIONS

“Rendez-vous with Adventure in Les Îles de la Madeleine”

from March 5 to March 25, 2014

1. HOW TO ENTER

To enter the “Rendez-vous with Adventure in Les Îles de la Madeleine” contest, visit our Website at: www.tourismeilesdelamadeleine.com/contests

Then, on the electronic entry form, fill in your surname, your name, your age, your address, your postal code and your telephone number.

Limit of one entry per person and per family having at the same e-mail address. Any additional entry from participating individuals will be discarded.

Tourisme Îles de la Madeleine offers five (5) additional chances to the participants who are fans of Tourisme Îles de la Madeleine on Facebook. Each time an invited friend enters the contest, the inviting participant gets an additional chance to win. By becoming a fan of Tourisme Îles de la Madeleine's Facebook, he* will get five (5) additional chances.

Also, if the participant spreads the information on “Facebook”, “Twitter” or “Google Plus” via the proposed button, he will get an additional chance.

Participation is solely by Internet and all Internet entries must be received no later than **12:00 pm (noon)** (Atlantic Daylight Time) on **March 25, 2014**. No purchase required.

2. ELIGIBILITY REQUIREMENTS

Participants must have reached the age of majority in their home province as of **March 25, 2014**. Employees of Tourisme Îles de la Madeleine and of partners associated with this contest, members of their immediate families and any persons living in their home, are not eligible to enter in this contest.

3. DRAW

The draw will take place on **Tuesday, March 25, 2014 at 1:00 pm** (Atlantic Daylight Time), on the www.tourismeilesdelamadeleine.com Intranet.

The first entrant whose name is drawn and who complies with all contest rules will be declared winner of the “Rendez-vous with Adventure in Les Îles de la Madeleine” contest.

The winner will be contacted by telephone on the day of the draw and his win will be confirmed by mail within fifteen (15) days following the draw.

4. PRIZE DESCRIPTION

A stay for two (2) people in Les Îles de la Madeleine from July 14 to July 21, 2014, with a return crossing between Souris (PEI) and Îles de la Madeleine on the CTMA N.M. Madeleine ferry; seven-night (7) accommodation at Auberge du Parc de Gros-Cap, two (2) admission tickets to the 2014 edition of Rendez-vous Aventure which will take place from July 14 to July 20, 2014.

This prize includes:

- *Return crossing between Souris (PEI) and Îles de la Madeleine on board the CTMA N.M. Madeleine ferry (a car and two (2) passengers);*
- *Seven-night (7) accommodation at Auberge du Parc de Gros-Cap breakfast included);*
- *Admission for two (2) people to the Rendez-vous Aventure's activities to be held from July 14 to July 20, 2014;*
- *Two tickets to a show presented by the bistro-bar Aux Pas perdus;*
- *Two (2) meals for two (2) people at Bistro du Capitaine;*
- *One (1) meal for two (2) people at Café de la Grave;*
- *One (1) gift certificate at Decker Boy;*
- *Two (2) meals for two (2) people at Boulangerie Madelon;*
- *Two (2) beer tastings, two (2) books and two (2) T-shirts from the Microbrewery À l'Abri de la tempête;*
- *One (1) gift certificate at l'Étal from Le Bon goût frais des Îles;*
- *One (1) gift certificate from the boutique Artisans du sable.*

(Not included):

All meals on board the CTMA N.M. Madeleine ferry will be borne by the winner.

The winning package is valid between July 14 and July 21, 2014. This package is not refundable and may not be exchanged or transferred.

The prize includes only those elements specifically described herein.

The winner must make his own reservations with the various partners associated with this contest (ferry, activities and accommodation).

Transportation costs for the return-trip from the winner's residence to the ferry's port of departure to Les Îles de la Madeleine shall be borne by the winner.

Total prize value: approximately \$ CAD 1,700.

5. CONTEST RULES

5.1 The contest is viral. All entrants to the contest may also invite friends to enter. Each time an invited friend enters the contest, he gives the participant an additional chance to win. In addition, those who are fans of the Tourisme Îles de la Madeleine on Facebook will get an additional chance to win, as well as those who share the contest link via Facebook.

5.2 The prize winner and travel companion must agree, or in the case the person accompanying the winner is a minor, the parents of the said minor must agree to allow his/her/their name and image, particularly his/her/their photo and voice to be used for publicity related to the contest, and he/she/they also agree to let said name/photo/voice be used without any further financial compensation.

Some arrangements may be considered regarding accommodation and transportation for two (2) children under twelve years of age if the winner can prove that the said children have the same family name as one of the two adult winners making the trip and that the said children will be travelling with their parents on both legs of the trip. To make such arrangements, contact Tourisme Îles de la Madeleine. There will be no financial compensation or refund if the winners are childless or if their children choose not to travel with them.

5.3 The winner must sign a document certifying his eligibility, as specified in article 2 of these rules. He must also release and hold harmless Tourisme Îles de la Madeleine and its associates and partners from any liability in connection with this contest and for any damages or loss that may result from his/her participation in this contest or resulting from winning, accepting or making use of the prize.

5.4 The prize must be accepted as is and may not be exchanged for a sum of money, and may not be sold or transferred. There will be no substitutions offered for this prize, in whole or in part, to the winner or to the individuals accompanying the winner.

5.5 If it is impossible to provide the prize exactly as described herein, Tourisme Îles de la Madeleine and its partners associated with this contest reserve the right to substitute part or the entirety of the prize with one or more prizes of approximately equivalent value.

5.6 Refusal to accept the prize frees Tourisme Îles de la Madeleine and its partners associated with this contest from any further liability in this matter.

5.7 Tourisme Îles de la Madeleine and its partners associated with this contest shall not be held liable for mail that is lost, late or improperly addressed, for any printing errors, technical, computer or telephone malfunctions, for any loss or theft of computerized information, damages to software or hardware, fraud or other errors.

5.8 Personal information such as name, age, address, telephone number and e-mail address will be registered and used for the administration of the contest described herein. This information will be used for no other purpose without your express consent. In supplying the above-mentioned information, you implicitly consent to its use as described herein.

5.9 The names and e-mail addresses of participants in this contest who have chosen to check the box marked "*I would like to receive news from Tourisme Îles de la Madeleine*" may be used to create a data bank that will be used exclusively by Tourisme Îles de la Madeleine for delivery of occasional newsletters. These newsletters will be used only by Tourisme Îles de la Madeleine, and only for promoting Les Îles de la Madeleine as a tourism destination.

5.10 Tourisme Îles de la Madeleine and its partners associated with this contest shall not be held liable in any manner whatsoever in the event that the contest cannot be conducted as planned for any reason, including those reasons beyond their control such as strikes, lock-outs or any labour disputes within their establishment or within those of the organizations and businesses whose services are used to run the contest described herein.

5.11 Participation in this contest implies acceptance of the rules. Tourisme Îles de la Madeleine will ensure that the rules are applied.

5.12 The rules of the contest described herein can be seen on the following Website:
www.tourismeilesdelamadeleine.com/contest

5.13 Any legal dispute involving the conduct of a publicity contest can be submitted to the Régie des alcools, des courses et des jeux for a decision. A dispute involving the awarding of a prize may be submitted to the Régie, but only as a mean to reach a settlement.

** The masculine gender is used in these rules solely for succinctness; it refers to both men and women.*

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