



## Prizes and Rules of the Photo Contest from June 12 to September 30, 2017

### Eligibility requirements:

To enter the contest, the participant must share a picture with the hashtag **#fousdesiles** on Instagram, and the picture must represent a moment or an experience which occurred in the Îles de la Madeleine. The participant must share his picture within the contest period, which is between June 12 and September 30, 2017 (closing time: 11:59 p.m.). The pictures must be shared on public accounts.

There is no post limit per participant. However, a participant can only be selected once as a finalist. Furthermore, Tourisme Îles de la Madeleine will select two finalists per week for the duration of the contest. The finalists' pictures will be shared on the Instagram account of Tourisme Îles de la Madeleine and displayed on the wall dedicated to the contest of the information desk. The finalists will receive a private message on Instagram from the following account: @ilesdelamadeleine.

The employees of Tourisme Îles de la Madeleine and the businesses associated with the contest (whether directly or indirectly), as well as the members of their immediate family or the people living under the same roof as them, are not eligible for this contest.

The contest organizers can decide, according to their sole discretion, to eliminate the participants who do not meet the requirements, which include the following:

- The participant agrees not to post a picture featuring a third party without the consent of said third party;
- The pictures must be free from any right, including the rights to use, copy, modify, publish and distribute for all types of media;
- The pictures must be free from inappropriate content, including sexual, explicit, offending, harassing, discriminatory, defamatory, violent, malicious or hateful content; and
- The pictures must be free from all images and languages suggesting or encouraging any kind of illegal activity.

Any participant failing to comply with those requirements will be automatically disqualified from the contest.

### Designation of the winners:

The designation of the winners will be made by a selection committee among the 32 finalists chosen over the summer. Once the proceedings have been completed, the winners will receive a private message on Instagram from the following account: @ilesdelamadeleine. Each of them will receive all the details to contact the contest organizers by email and they will have forty-eight (48) hours to do so – otherwise another winner will be selected.

The winning pictures will be unveiled on **October 11, 2017, at 4 p.m., at the information desk of the Îles de la Madeleine.**

By accepting their prize, the winners automatically agree to let Tourisme Îles de la Madeleine post their picture on various media (Facebook, website or any other communication tool).



### Description of the prizes:

1<sup>st</sup> prize: Canon PowerShot SX 620  
Value: \$370

2<sup>nd</sup> prize: GoPro  
Value: \$280

The prizes will be accepted as such—they cannot be exchanged for money. No prize substitution (whether partial or total) will be granted to the winners.

If the prizes described herein cannot be granted, Tourisme Îles de la Madeleine and its partners associated with the contest reserve the right to substitute the prizes—in whole or in part—for one or more prizes of (roughly) equal value.

The refusal to accept the prizes frees Tourisme Îles de la Madeleine and its partners associated with the contest from any and all liabilities and obligations.

Tourisme Îles de la Madeleine and its partners associated with the contest assume no responsibility or liability of any kind for cases where their inability to act would be a result of a fact or a situation beyond their control, such as a strike, a lockout or any other labour disputes within their establishment or within those of any organization or business whose services are used to run this contest.

By participating in this contest, you automatically accept the rules described herein.

The rules of this contest are available on the following website: [www.fousdesiles.com](http://www.fousdesiles.com)

Any dispute regarding the conduct or the organization of a publicity contest can be submitted to the *Régie des alcools, des courses et des jeux* for a decision. A disagreement involving the attribution of a prize may be submitted to the *Régie* for the sole purpose of reaching a settlement.

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