

**MLC GROUP INC. (the “contest provider”)  
COMMUNITY PHOTO INSTAGRAM CONTEST FOR  
KESWICK LANDING**

**RULES & REGULATIONS**

This contest is only open to those families who reside in the Keswick Landing community.

Participation in the contest constitutes your full and unconditional acceptance of, and agreement to be bound by the rules and regulations set forth below (the “**Rules**”)

**1. Prize**

The winner of the contest shall receive one (1) full family photo shoot with photographer Darren Lebeuf (the “**Prize**”), with an approximate retail value of \$1,000. The Prize must be used within one (1) month of the closing date of the contest, unless otherwise agreed to by the photographer.

The Prize must be accepted as awarded, has no cash value, and cannot be transferred, substituted or deferred in any way unless otherwise agreed to by the photographer.

Unless otherwise specified herein, winners are responsible for all costs and expenses incurred or related to the use of the Prize.

**2. Eligibility**

To be eligible for the contest you must be a resident of the Keswick Landing community and must be over the age of 18 as of February 1<sup>st</sup>, 2024. The residency of the winner shall be verified by the contest provider in accordance with the Rules.

**3. How to Enter**

NO PURCHASE NECESSARY. To enter the contest, you must:

- (a) Have a valid Instagram account;
- (b) Follow or currently be following the Keswick Landing community Instagram page [@keswick.new.home.sales](https://www.instagram.com/keswick.new.home.sales);
- (c) Follow or currently be following the Instagram page of the photographer, Darren Lebeuf, [@le\\_beuf\\_studios](https://www.instagram.com/le_beuf_studios);
- (d) Like the contest Instagram post;
- (e) Comment on the contest Instagram post about why you love living in the Keswick Landing community; and
- (f) Comply with the Rules.

Each Instagram account will receive one (1) entry when they comply with the above. Use of any automated system to submit entries (including the same user creating multiple accounts) is prohibited and will result in disqualification from the contest.

Only one (1) entry per household will be permitted in the event multiple individuals from the same household submit entries.

#### **4. Rules of Participation**

You must not, and your comment on the contest Instagram post must not:

- (a) violate any laws, or any policies of Instagram;
- (b) be false, inaccurate or misleading;
- (c) at the discretion of the contest provider, make any disparaging or offensive remarks against the contest provider or any other person, organization or establishment.

#### **5. How to Win**

The winner of the contest will be selected by random draw on February 29<sup>th</sup>, 2024. The winning participant will be contacted by the contest provider by way of private message (or other means if possible) to confirm the residency of the winning participant. If the selected winning participant is not a resident of the Keswick Landing community, or if satisfactory verification with respect to same is not provided to the contest provider, in its sole discretion, within a reasonable period of time, the Prize will be forfeited, and the contest provider will be at liberty to select another winner by way of random draw.

Further, if the selected winner does not respond to the private message from the contest provider within seven (7) days of notification, or if the private message cannot be delivered to the selected winner at the Instagram account used, the Prize will be forfeited, and the contest provider will be at liberty to select another winner by way of random draw.

#### **6. Contest Period**

The contest period will begin on February 1<sup>st</sup>, 2024 and ends on February 28<sup>th</sup>, 2024. All entries must be received by 5:00 p.m. MST on the closing date.

#### **7. General Terms and Conditions**

- (a) The contest provider reserves the right to cancel, suspend, defer, withdraw or amend the contest and the Rules in any way, without prior notice or obligation.
- (b) All entries are subject to verification at any time for any reason. The contest provider reserves the right in its sole discretion to require proof of identity and residency in a form acceptable to the contest provider, including by way of government issued photo identification, for the purpose of verifying the individual's eligibility to participate in the contest, and for any other purpose the contest provider deems necessary in its sole discretion. Failure to provide such proof within a reasonable period of time as determined by the contest provider may result in disqualification from the contest or forfeiture of the Prize.

- (c) The contest provider shall not be responsible for any failures of the Instagram website or technical difficulties, and further shall not be held liable for any loss, damages, injury or any obligations whatsoever associated with entering into the contest or the acceptance of the Prize.
- (d) By accepting the Prize, the winning participant acknowledges that the contest provider or its affiliates may advertise the name of the winning participant and/or their family and the winning participant expressly agrees to same. The winning participant further agrees that the contest provider may use some or all of the photos taken in relation to the Prize for community marketing purposes on the contest provider's website, social media, digital billboards, emails and newsletters.
- (e) The contest is in no way sponsored by Instagram or any of its parent companies and is not affiliated with Instagram in any way.
- (f) This contest is governed by the laws of the Province of Alberta and applicable federal laws of Canada.