

**General Mills – YOP® Family Challenge (the “Contest”)**  
Official Contest Rules (the “Rules”)

The Contest is sponsored by General Mills Canada Corporation (the “Sponsor”), and the administrator of this Contest is Cossette, 2100 Drummond St., Montreal, QC H3G 1X1 (the “Administrator”). The Contest begins on September 9, 2019, at 12:00:00 a.m. Eastern Time (ET) and ends on Monday, November 25, 2019, at 11:59:59 p.m. (ET) (the “Contest Period”). The Contest is subject to all applicable federal, provincial and local laws and regulations, and is void where prohibited.

**1. ELIGIBILITY**

- A. The Contest is open to residents of Canada who have reached the age of thirteen (13) at the time of Entry (as defined in Section 2A). The Contest is not open to: (i) employees, officers, directors, representatives or agents of the Sponsor, the Administrator, or any of their respective parent companies, subsidiaries and affiliates; (ii) the spouse and any member of the immediate family (defined as biological, step or adoptive mother, father, daughter, son, sister or brother) of any person described in (i); and (iii) any person who resides with any person described in (i) or (ii). Permission of their parent or legal guardian is required for entrants between the ages of thirteen (13) and the age of majority in their province/territory of residence to enter the Contest. In the event it is discovered that parental/legal guardian consent was not obtained, the Entry will be ineligible. Prizes won by minors will be awarded to the minor’s parent or legal guardian.
- B. Participation constitutes the entrant’s full and unconditional agreement to these Rules and the Sponsor and Administrator’s decisions, which are final and binding in all matters related to the Contest. By submitting your Entry you agree that your Entry conforms to these Official Rules and that the Sponsor, in its sole discretion, may disqualify your Entry for any reason at any time, including if it determines, in its sole discretion, that your Entry fails to conform to these Official Rules in any way or otherwise contains unacceptable content as determined by the Sponsor, in its sole discretion.

**2. HOW TO ENTER, GRAND PRIZE AND SELECTION OF GRAND PRIZE WINNER**

- A. TO PARTICIPATE IN THE CONTEST, ENTRANTS WILL NEED TO:
  - 1. Go to Yoplait Canada’s Instagram page (<http://www.instagram.com/yoplaitcanada>) using the Instagram app on a mobile device;

2. Follow @yoplaitcanada;
3. Post an Instagram story of one of the four challenges below and tag @yoplaitcanada (the "Entry"). Details of each challenge may be found in the story highlights on @yoplaitcanada's Instagram account.
  1. Tallest Tower: build the tallest possible tower using only Yop bottles;
  2. Flip the Yop: flip a Yop in the air so that it lands upright;
  3. Yop-and-Spoon: balance a Yop bottle on a spoon;
  4. Three-pointer: throw your Yop bottle in the recycling bin.

There is no limit on the number of submissions per entrant during the Contest Period. Submissions must not depict dangerous, violent or inappropriate behaviour. In order for your submission to be valid, your Instagram profile must be public and thus viewable by the Sponsor. Message or data rates may apply.

The Sponsor reserves the right to use any content submitted by the entrants for promotional use on its platforms.

## B. OVERVIEW OF GRAND PRIZE

1. One (1) grand prize will be awarded, consisting of a one-year supply of Yop drinkable yogurt. The prize will be delivered in the form of one (1) \$3.99 and four (4) \$1.99 coupons per week (52 X \$3.99 coupons + 208 X \$1.99 coupons) for a total prize value of CAN\$621.40. The prize is non-transferable, with no cash redemptions, equivalents or substitutions except at the Sponsor's sole and absolute discretion. All prize details not specified in these Official Terms and Conditions will be determined at the Sponsor's sole and absolute discretion. Prize details and availability are subject to change. In the event that the Sponsor is unable to award the prize for whatever reason, the Sponsor may elect to provide an alternate prize or prizes of comparable or greater value. Odds of winning the prize will depend on the number of eligible submissions received during the Contest Period.

Prize will be mailed to the confirmed winner. Allow four (4) to six (6) weeks for delivery.

## C. GRAND PRIZE WINNER AND PRIZE CLAIM

1. One (1) potential winner will be selected at random from among all eligible submissions on November 26, 2019, at 1:00 p.m. at the Cossette Montreal office located at 2100 Drummond Street. The Sponsor will notify the potential winner by direct message on Instagram within approximately seven (7) days following the draw. The potential winner will be asked to respond to the direct message via Instagram and provide their email and home address. The potential winner may also be required as a condition of winning the prize, at the sole discretion of the Sponsor, to complete, sign and return a Declaration of Eligibility and Liability/Publicity Release (the "Declaration and Release"), which will be sent to the potential winner by email, if so required. The potential winner must then return the original completed and signed Declaration and Release to the Sponsor in the manner and within the time specified in the email. The Sponsor will verify that the potential winner has completed the Declaration and Release satisfactorily.
2. If the potential winner does not respond to the email within 48 hours, does not return (if required) the original signed Declaration and Release to the Sponsor or fails to do so in the required time, or does not comply with these Official Terms and Conditions in any other manner, the Sponsor will declare the potential winner to be disqualified from the Contest and to be ineligible to receive the prize. The disqualified potential prize winner will then have no claim against the Sponsor or any of the Released Parties (as defined in Rule 8) in respect of the Contest or the prize which they might otherwise have won. In such an event, an alternate prize winner will be selected from among all remaining eligible submissions until such time as the prize is awarded.

### **3. GENERAL CONDITIONS**

- A. Subject in Québec to the jurisdiction of the Régie des alcools, des courses et des jeux (the "Régie"), the Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, for any reason, including if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by the Sponsor in its sole discretion. The Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the submission process or the operation of the Contest, or to be acting in violation of these Official Terms and Conditions or to be acting in an unsportsmanlike or disruptive manner and void their submission. The Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision.
- B. By entering the Contest, you agree to release and hold harmless the Sponsor, Instagram and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and each of their respective parent

companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest. The Released Parties are not responsible for lost, late, stolen, damaged, incomplete, invalid, unintelligible, garbled, delayed or misdirected submissions; all of which will be void. In the event of a dispute as to any submission, the authorized account holder of the Instagram account used to register will be deemed to be the entrant. The entrant may be required to show proof of being an authorized account holder.

- C. This Contest is not managed or sponsored by Instagram. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Instagram. Instagram and all its affiliates, directors, officers, agents and employees are not liable for any claims arising out of or in connection with the organization of this Contest. Each entrant's personal information is shared only with the Sponsor, not Instagram. However, by participating in this Contest, each entrant agrees to abide by the terms and conditions of use, contracts, other policies and/or guidelines governing the Instagram platform and disclaims all liability of the Sponsor, any company, corporation, trust or other legal entity controlled by or affiliated with them, their advertising and promotional agencies, their employees, agents and representatives in regards to any damage that could arise from the use of this platform.

#### **4. OFFICIAL TERMS AND CONDITIONS GOVERN**

In the event of a conflict between these Official Terms and Conditions and any instructions or interpretations of these Official Terms and Conditions given by an employee of the Sponsor or the Contest Administrator, regarding the Contest, these Official Terms and Conditions shall prevail. In the event of any discrepancy or inconsistency between the Official Terms and Conditions and disclosures or other statements contained in any Contest-related materials including, but not limited to, the electronic entry form, point of sale, print or online advertising, the Official Terms and Conditions shall prevail, govern and control.

- A. **Entrant's Personal Information.** Personal information will be used for the purposes of administering the Contest and, where applicable, prize fulfillment, and is subject to the Sponsor's Privacy Policy. Any content submitted by the entrants, including image, name and Instagram handle, may be used by the Sponsor for promotional purposes.
- B. **Governing Law.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with this contest, shall be governed by, and construed in accordance with, the laws of Ontario.

- C. **For residents of Quebec:** Any litigation or dispute respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for resolution. Disputes about the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

## **5. WINNER LIST**

The winner's name will be posted on our Instagram account.