The AMA Back to School Contest

Contest Rules

The AMA Back to School Contest (the "Contest") is being held by the Alberta Motor Association ("AMA").

Privacy
Information is collected in accordance with the AMA Privacy Policy. Any personal information obtained in the course of running this Contest will be used for administration and for marketing purposes for this Contest. Personal information will not be sold or distributed to any unrelated third party. A copy of the AMA Privacy Policy is available at all AMA retail centres and online at http://www.ama.ab.ca.

Contest Dates
Contest begins at 12:00 am Mountain Standard time ("MST") on August 2, 2017 and closes at 11:59 pm MST on August 31, 2017 (the "Contest Period")

Who Can Enter
Contest is open to all persons who are AMA members during the Contest Period and on September 4, 2017 (each a "Contestant") except that employees of AMA and AMA's wholly owned subsidiaries, and the immediate family members or people that reside in the same household of such persons cannot be Contestants.

How to Enter
Contestants will automatically receive one (1) entry into this Contest (each an “Entry”) each time a Contestant makes a purchase at the AMARewards Online Store located at AMARewards.ca/Save during the Contest Period. Contestants can enter as many Entries as they like into the Contest in this fashion. The Entry will be created once the purchase transaction has been completed on the AMARewards Online Store.

Contestants may receive one (1) Entry into the Contest by emailing rewards.marketing@ama.ab.ca with their AMA Membership number and the names of five elementary schools located in Calgary Alberta that are at least five kilometres apart from one another. A Contestant who receives an Entry in this manner is only allowed a maximum of one (1) entry into the Contest regardless of whether or not they make one or more purchases through the AMARewards Online Store.

Prizes
There will be a total of five (5) prizes to be awarded in this Contest (each a "Prize"). Each Prize will be one thousand (1000) reward dollars, which is equivalent to $1000 that may be spent on almost any product or service with AMA.

Selecting Prize Winners
All eligible Entries have an equal chance of winning one of the Prizes, chances of winning are dependent on the number of Entries received into the Contest. Only Entries received by AMA during the Contest Period will be eligible to be drawn for Prizes.
Five (5) Entries will be randomly selected from all eligible Entries received into the Contest and each holder of a selected Entry will be named a Prize winner. The Prize draw will take place at the AMA Centre in Edmonton located at 10310 G.A. MacDonald (39A) Avenue NW.

**Claiming the Prize**
AMA will contact each Prize winner online or through other means if possible. If, for any reason, it is not possible within a seventy-two (72) hour period to contact a Prize winner despite reasonable efforts, AMA reserves the right to disqualify that Entry and randomly select another Entry to be the winning Entry for that Prize.

Each Prize, being reward dollars, will be allocated to the account of the Prize winner if that person holds a Primary AMA Membership. If the Prize winner is an Associate AMA Member, the Prize will be allocated to the account of the Primary AMA Membership associated with the Prize winner’s AMA membership.

The Prizes must be accepted as described; substitutes by a Prize winner will not be allowed and the Prize may not be transferred to other persons unless with the written consent of AMA. AMA retains the right to replace the Prize with a different prize of equal or greater value if the original Prize becomes unavailable for reasons beyond AMA's control. The Prize winner must sign a Release and Waiver and answer a skill testing question prior to receiving the Prize.

By entering this Contest, Contestants automatically accept these Contest rules and release AMA from any liability with respect to this Contest or the redemption of a Prize. AMA reserves the right to withhold a Prize or disqualify a Prize winner’s Entry in the event that the Prize winner fails or refuses to comply with these Contest rules.

**General Terms and Conditions**
By entering this Contest, all Contestants, regardless of whether or not they win a Prize in the Contest, consent to AMA publishing Contestants’ first initial and last name and their picture, in all forms and media, and in all manners including advertising, trade, display, editorial, art, advertisements, video production, exhibitions, Facebook and other website content. In giving this consent, the Contestant releases AMA, its employees and directors from liability for any violation of any personal or proprietary right or entitlement the Contestant may have in connection with such reproduction, publication, use and distribution of their last name and image.

AMA shall not be responsible for, or accept any liability resulting from Entries that are delayed, lost, stolen or misdirected for any reason during their delivery to AMA whether by, but not limited to paper mail not being received or faulty or defective internet access, fax line, or other communication medium.

If, for any reason and in the opinion of AMA, in its sole discretion, the Contest is not capable of running as planned or if the administration, security, fairness, integrity or proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorized intervention, fraud, technical failures or other causes beyond its control, AMA reserves the right to cancel, terminate, modify or suspend the Contest including any method of entry.

Any inquiries or concerns relating to the Contest should be addressed to AMA.

All decisions by AMA with respect to all aspects of this Contest are final.
In these Contest rules, words importing singular include the plural and vice versa.

These Contest rules shall be construed and interpreted in accordance with the laws of the Province of Alberta.