



Bloor-Yorkville Icefest Prize Packages Draw

"Official Rules"

To enter the Bloor-Yorkville Icefest Prize Packages Draw ("Contest") you must fully complete the entry form available only at the entry desk set up in the Village of Yorkville Park (Bellair St. & Cumberland St.). No purchase is necessary to enter.

The Contest begins Saturday, February 20th, 2010 at 12:00 noon Eastern Standard Time ("EST") and ends Saturday, February 20th, 2010 at 5:00 p.m. EST (the "Contest Period"). Only eligible entries received during the Contest Period will be entered in the Contest.

ADMINISTRATION:

This Contest is administered by the Board of Management for the Bloor-Yorkville Business Improvement Area (the "Contest Administrator") and sponsored by Holiday Inn – Toronto Midtown, Dr. C Conrad, Clarins Skin Spa, Satori Urban Wellness, Jack Astors, Marriott Bloor-Yorkville, Liss Gallery, Glow Medispa, Jeanet Spa & Salon, Spirits Bar & Grill, Dr. Corey Torgerson, Whole Foods Market, IN Beauty Spa, Guerlian Boutique, Haartek Salon, Toy and Hobby Zone and Scollard Street Acupuncture Pain Clinic (collectively referred to as the "Contest Sponsors"). All decisions of the Contest Administrators and Contest Sponsors are final and binding in all matters as they relate to this Contest.

ELIGIBILITY:

Maximum of one entry per person will be accepted during the Contest Period. In the event that it is discovered that an entrant attempted to enter more than once, all of that entrant's entries will be deemed to be disqualified.

The Contest is open to residents of Ontario only who are the age of majority.

The Contest is not open to employees and representatives of the Contest Administrator and the Contest Sponsors, including their subsidiaries, sponsors, advertising and promotional agencies and members of the immediate families of such employees or representatives and persons with whom such employees and representatives are domiciled. For the purpose of this Contest, "immediate family" is defined as parent, sibling, child or any person residing in the same household as, or domiciled with, any such employees or representatives.

HOW TO ENTER:

To become a participant in the Contest (a "Contestant"), an Eligible Participant must visit the Bloor-Yorkville IceFest Draw Tent while the Contest is being offered and complete the ballot obtained at the booth. The completed ballot must be submitted by placing it in the container specified by the representatives of Bloor-Yorkville IceFest. The skill-testing question on the ballot must be correctly answered by the Contest entrant.

DRAW:
Bloor-Yorkville Prize Package Draw

A final prize packages draw will be held on Cumberland Street, Village of Yorkville Park, Toronto, Ontario, at approximately 5:15 p.m. EST on February 20th. 2010 from among all eligible entries received during the Contest Period to select four (4) potential winners of the prize packages (described below). The odds of winning a prize depends on the number of eligible entries received.

PRIZE:

Bloor-Yorkville Prize Packages

There will be four (4) prize packages, consisting of:

PRIZE PACKAGE (1), includes:

- Two Consecutive Nights Stay for Two at HOLIDAY INN – TORONTO MIDTOWN
- \$600 Gift Certificate from DR. C. CONRAD, NASAL & FACIAL PLASTIC SURGERY INSTITUTE
- \$300 Gift Certificate from CLARINS SKIN SPA
- Two 60 min. Swedish Deep Tissue Massages from SATORI URBAN WELLNESS
- \$100 Gift Certificate from JACK ASTOR'S

PRIZE PACKAGE (2), includes:

- One-Night stay for Two at MARRIOTT BLOOR-YORKVILLE
- \$250 Gift Certificate from LISS GALLERY
- Microdermabrasion or Chemical Peel;(value \$260) from GLOW MEDI SPA
- Stress Release Massage & Wash/Blow Dry; (value \$113) from JEANET SPA & SALON
- Hobby Limited Edition '1977 Pontiac Firebird Formula" from TOY & HOBBY ZONE
- \$25 Gift Certificate from SPIRITS BAR & GRILL

PRIZE PACKAGE (3), includes:

- One complimentary Botox injection (value: \$350) from DR. COREY TORGERSON, FACIAL COSMETIC SURGERY
- \$200 Gift Certificate from WHOLE FOODS MARKET
- Trio-RF Skin Tightening (value: \$180) from IN BEAUTY SPA
- Assesment & Chinese Massage (value: \$100) from SCOLLARD STREET ACUPUNCTURE PAIN CLINIC.

PRIZE PACKAGE (4), includes:

- 1 hour Facial and Make-up (value: \$200) from GUERLAIN BOUTIQUE
- \$100 Gift Certificate HAARTEK SALON
- Cosmetic Acupuncture Rejuvenation (value: \$100) from SCOLLARD STREET ACUPUNCTURE PAIN CLINIC

All expenses and charges not expressly included in the above prize description are the sole responsibility of the winner, including but not limited to incidental and consequential costs, gratuities, additional associated wares or services and taxes. It is a prize winner's responsibility to report the value of any prizes won (if applicable) on his/her Canadian income

tax filings. Contest Sponsors will have no responsibility to report prize winnings to CCRA. It is the prize winner's responsibility for ensuring that all prizes are redeemed prior to any expiry date listed on any prize certificate.

WINNER NOTIFICATION/SELECTION:

Entries are subject to verification. Entries that are illegible or unintelligible, at the sole discretion of the Contest Administrators, may be disqualified. Before being declared a winner, each selected entrant may be required to correctly answer, unaided, a time-limited, mathematical skill-testing question, to be administered during a pre-arranged, mutually convenient time. Any selected entrant who cannot be contacted (or who fails to respond to any e-mail or telephone message left for such selected entrant) within 3 days (or 72 hours) of the Contest Administrator's first attempt to contact such selected entrant may, at the sole discretion of the Contest Administrator, be declared ineligible and forfeited and the Contest Administrator reserves the right, in such event, in its sole discretion, to select at random one or more additional entrants whom it shall attempt to contact, and who shall be subject to disqualification, in the same manner.

All entries become the property of the Contest Administrator and none will be returned. Before being awarded a prize, the winner may also be required to sign a declaration and release form stating that he/she has read, understood and complied with these Contest Rules, grants all consents required as contemplated in these Contest Rules, authorizes the Contest Sponsors to broadcast, publish and disseminate his/her name, address, photograph, likeness and voice, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no compensation to the selected entrant, accepts the prize as offered, releases the Contest Sponsors from any and all liability of any kind arising out of the selected entrant's participation in this Contest and receipt and use of the prize, and any other matter that the Contest Administrator deems necessary.

INDEMNIFICATION BY PARTICIPANTS:

By entering the Contest, entrant: (a) releases and holds harmless Contest Sponsors and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all liability for any injuries, loss or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this Contest, or participating in any prize-related activity; and (b) agrees to fully indemnify Contest Sponsors and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all claims by third parties without limitation, arising from entrants non-compliance with the Contest Rules.

WINNERS INFORMATION:

The winner's name may be obtained by sending a self-addressed, stamped envelope after March 2nd, 2010 entitled "**Bloor-Yorkville Icefest Prize Draw**" to the Bloor-Yorkville Business Improvement Area, 55 Bloor Street West, Suite 220, Toronto, Ontario, M4W 1A5. The winner's name will also be available on our Contest website at www.bloor-yorkville.com

GENERAL CONDITIONS:

The Contest Sponsors extend absolutely no representations or warranties in respect of any prizes and accept no liability arising in respect of such prize. Prizes must be accepted as awarded with no substitutions, provided that the Contest Sponsors shall have the right, at their sole discretion and for any reason, to substitute a prize or prizes of equal or greater monetary value. Prizes are non-transferable and not redeemable for cash.

If for any reason in the opinion of the Contest Administrator, 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

infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control, the Contest Administrator reserves the right to cancel, terminate, modify or suspend the Contest, including canceling any method of entry, and selecting a winner from previously received eligible entries.

The Contest Sponsors will not be responsible for late, lost, misdirected, stolen, incomplete, garbled, destroyed or delayed entries.

The Contest Administrator reserves the right, in its sole discretion, to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Contest Rules or otherwise in a disruptive manner. The Contest Administrator reserves the right to modify the Contest Rules without materially affecting the terms and conditions of the Contest.

Subject to all applicable Canadian federal, provincial and municipal laws and regulations, these Contest Rules govern all aspects of the Contest and are binding on all participants.

By entering this contest, each entrant hereby acknowledges that he/she has read, understands and will comply with these contest rules in their entirety.

By entering this contest, each entrant irrevocably agrees that the courts of the Province of

Ontario, Canada shall have exclusive jurisdiction to address any dispute that may arise in respect of the Contest, and the entrant hereby irrevocably attorns to the exclusive jurisdiction, forum and venue of the courts of the City of Toronto, Ontario, Canada.

PRIVACY POLICY:

By entering information on the Contest entry form, you consent to the collection, use and distribution of such information to administer, implement and fulfill this Contest.