



Tourism Golden

4 People 5 Days 10 Adventures Summer 2009 Contest

OFFICIAL RULES

ELIGIBILITY

No purchase necessary and will not improve chance of winning. Entrants must have reached the 'age of majority' in their province, state or country of residence on June 7, 2009. You must not be an employee, officer, director or agent of the Tourism Golden or respective affiliates, subsidiaries or advertising/promotion agencies and not an immediate family member or living in the same household of any individuals identified in above.

HOW TO ENTER

No cost to enter. To enter, you must visit the Tourism Golden website at GoldenContest.com or TourismGolden.com (the "website") between June 7, 2009 and July 5, 2009 and electronically transmit a completed entry form to Tourism Golden by 6pm on July 5, 2009 Mountain Time pursuant to the instructions set forth on the website. Incomplete entries are void. Limit one (1) entry per person. Excess entries will be void. Entries made in any fashion other than submitting the entry via the website are void. All late, lost, misdirected, incomplete, undelivered, scrambled or destroyed entries are ineligible entries, regardless of the reason or party responsible. False or deceptive entries or acts will render the entrant ineligible. Entries become the official property of the Tourism Golden and will not be acknowledged or returned. Tourism Golden and Trip providers will not accept correspondence or telephone inquiries regarding the status of entries or the administration of the Contest.

THE PRIZE

Tourism Golden and partners will give away a five (5) day Trip to Golden. The Trip must be completed by August 31, 2009 or will be forfeited in its entirety and no compensation given. The Trip will happen either in July or August, based on flexibility of winning team or family.

The Trip includes:

- Accommodation for four (4) with two rooms in one of the lodges around Golden BC
- Breakfasts and dinners for four (4) at the specified locations during duration of the Trip (Meals are subject to dollar limitations and don't include gratuities and alcohol.)
- Activities as described on the website. Some activities are weather sensitive and may not occur in a described order.

Transportation to Golden and around Golden is responsibility of the winner.

Tourism Golden may satisfy its prize delivery obligations through delivery of gift certificates, vouchers and passes for the Trip components. Verifiable retail value of the Trip is approximately \$10,000. Any difference between that verifiable retail value and the actual costs of the prize will not be awarded.

Winner is solely responsible for any and all Federal, Provincial and local taxes and fees assessed as a result of the prize and for all travel costs and charges not included in the Trip or exceeding applicable limitations, including, but not limited to, non-covered meals, incidentals, tips, telephone calls, travel fees, surcharges, and any other travel-related costs. The Trip may not be transferred, substituted or redeemed for cash. Tourism Golden reserves the right to substitute a Trip activity or any one or more components of a Trip with an activity or component of equal or greater value.

DRAW

On or about July 10, 2009, Tourism Golden's representatives will conduct a draw through which one winner will be selected from among all eligible entries received in accordance with these rules. Odds of winning depend on the number of qualified entries submitted.

The Tourism Golden or its representative will attempt to contact the winner by phone once per day for five (5) days. If the winner cannot be contacted after five (5) days, or is contacted but is deemed to be ineligible in the Tourism Golden's sole discretion, or unable or unwilling to comply with these rules, that selected winner will be disqualified and alternate winner will be selected from remaining eligible entries.

MARKETING & PROMOTION

By accepting the prize, the winner grants permission for Tourism Golden to use of the name, hometown, photograph, video, voice and statements of winner and winner's travel companion(s) for advertising/publicity purposes without further compensation or permission, unless prohibited by law.

VIDEO AND PHOTOGRAPHY

Tourism Golden will film and photograph a portion of the Trip and may use footage and/or photographs for future promotional use. Prior to any filming and/or photography participants will be required to sign a model release. After the completion a team will receive a short DVD from the Trip.

RELEASE

BY PARTICIPATING IN THIS CONTEST, EACH PARTICIPANT RELEASES AND HOLDS HARMLESS TOURISM GOLDEN AND ITS BOARD MEMBERS AND TRIP PROVIDERS AND RELATED INDIVIDUALS FROM ANY AND ALL LIABILITIES, DAMAGES, LOSSES, EXPENSES, INJURIES, CLAIMS AND ACTIONS OF ANY KIND ARISING OUT OF OR RESULTING FROM PARTICIPATION IN THIS CONTEST OR FROM ACCEPTANCE, USE OR MISUSE OF ANY TRIP ACTIVITY, INCLUDING WITHOUT LIMITATION, CLAIMS BASED ON DEATH, PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY.

Within fourteen days selected winner will be required to sign and return the Contest declaration and release form confirming compliance with Contest Rules and acceptance of prizes as offered; acknowledging the non-responsibility of the Tourism Golden, its agents, and the Trip providers in respect to injuries, accident, loss or misfortune relating to the Contest or the awarding of the prize; and, except where prohibited, acknowledging the Tourism Golden's and its agents', subsidiaries' or affiliates' right to publish and/or broadcast the winner's picture, name, address, voices, statements without further compensation other than the prize offered. If prize documents are not returned within fourteen days, prize will be forfeited and awarded to an alternate winner.

Tourism Golden is not responsible for any incorrect or inaccurate information, whether caused by users of any website related to this Contest, by any of the equipment or programming associated with or utilized in this Contest or by any technical or human error which may occur in the processing of submissions in this Contest. Tourism Golden assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of, any website related to this Contest or any technical failure or malfunction. Tourism Golden is not responsible for any injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Contest or downloading or copying materials from or use of any website related to this Contest. If, for any reason, this Contest is not capable of running as planned, including, without limitation, by reason of, infection by computer virus, bugs, worms, tampering, hacking, unauthorized intervention, fraud, technical failures, or any other causes which, in Tourism Golden's sole judgment, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest, Tourism Golden reserves the right at its sole discretion to cancel, terminate, modify or suspend this Contest, and select winners from entries received prior to action taken, as Tourism Golden, in its sole judgment, deems fair and in accordance with these Official Rules without notice to entrants. In the event that this Contest is challenged by any legal or regulatory authority, Tourism Golden reserves the right to discontinue or modify this Contest, or to disqualify participants residing in any affected geographic areas. In such event, Tourism Golden shall not have any liability to any participants who are disqualified as a result of such an action.

PRIVACY NOTICE

Information participants provide to the Tourism Golden will be used to communicate with participants regarding this Contest and otherwise as set forth in Sponsor's privacy policy as set forth on the website.

CONTEST SPONSOR

This Contest is sponsored by the Tourism Golden, 513- 9 Av. N, Golden, BC V0A 1H0