

eliteGen Your Favourite HKG Experience Contest (the “Contest”)

Rules and Regulations

1. The Contest is organized by eliteGen Magazine (“the Organizer”) and supported exclusively by the Hong Kong Tourism Board (“the Supporter”). It is open to Canadian residents (excluding Quebec) who have reached the age of majority in their residing province. Identification must be produced on request. Employees of eliteGen Magazine, Sing Tao Media Group, Hong Kong Tourism Board (“Contest Releasees”), advertising and promotional agencies and their respective affiliates and associates and such employees' immediate family members and persons with whom such employees are domiciled and excluded from this Contest.

2. The Contest Period is between 12:00H EST on July 26, 2021 and 12:00H EST on August 23, 2021.

3. No purchase necessary.

4. During the Contest Period, visit elitegen.ca/hongkong to access the Contest Page. In order to be eligible to enter the Contest, the entrant must submit all of the following:

i) a photo taken by the entrant depicting his/her favourite experience in Hong Kong, with a maximum size of 25MB in .jpg or .png format;

ii) a description in written English or Chinese describing the favourite Hong Kong experience depicted, up to a maximum of 140 words;

iii) all required personal information as listed in the Contest Form;

iv) a confirmation that the image and the text submitted is an original work by the entrant and release the rights to publish said submission by the Organizer and the Supporter by checking the relevant box in the entry page;

v) an acknowledgement that the entrant has read and understood the Contest rules and regulations and accept them by checking the relevant box in the entry page.

5. Each entrant may submit multiple entries. However, each unique image and accompanying text shall only be counted once.

6. All entries shall become the property of the Organizer. Participation in the Contest constitutes the entrant’s full and unconditional acknowledgement of their acceptance and understanding of the complete Contest Rules. The Organizer is not responsible for lost, misdirected or delayed entries by any method of entry. The Organizer retains the rights, in its absolute and sole discretion, to change the format of the Contest.

7. Internet access is required for entry into the Contest. If the entrant does not have Internet access via a personal computer, a local library or Internet café may be able to provide access to the Internet.

8. PRIZE

There are ten (10) prize packages available to be won. The prize package shall consist of the following:

- a. "Hong Kong Traditional Snacks" Stamp Set
- b. Hong Kong Iconic Snacks Tote Bag
- c. Hong Kong Mini Van Pouch
- d. Hong Kong Mobile Softee Coaster Set
- e. Hello Hong Kong Baseball Hat
- f. Hello Hong Kong Ceramic Mug

All participants will have a chance to win a pair of hand-drawn postcards by Leslie Yip, featuring an egg tart and a hot dog bun in watercolour. Winning entries will also be published on elitegen.ca/hongkong and affiliated websites and publications.

The estimated retail value of the package is \$100 (CDN).

9. PRIZE DRAW

Ten (10) Prize Winners will be chosen by a judging panel as determined by the Organizer from all eligible participants. Criteria include but are not limited to originality, quality of the submitted image and text. Winners will be announced on Monday, August 30, 2021 on eliteGen.ca.

Winners will be contacted by email based on information provided in the Entry Form within 7 days. If the eligible entrant does not respond within 7 days, he/she will be no longer eligible to win the Prize. All decisions of the Organizer with respect to all aspects of the contest are final.

10. PRIZE ACCEPTANCE

The Prize must be accepted as awarded; no substitutions can be made. The Prize cannot be transferred, substituted or exchanged except at the sole discretion of the Contest Supporter. By claiming the Prize, the Prize Winner authorizes the use, without additional compensation of his or her name and/or likeness and/or voice/photograph and municipality of residence for promotion and/or advertising purposes in any manner and in any medium (including without limitation, elitegen.ca/hongkong, radio broadcasts, newspapers and other publications and in

television or film releases, slides, videotape, distribution over the internet and picture data storage). The Organizer reserves the right to edit the text description of the winning entries as deemed appropriate.

The Organizer and the Supporter and their respective parent, related, affiliated and subsidiary companies and their respective officers, directors, agents, employees and assigns will be released and discharged from any and all legal claims, losses, injuries, demands, damages, actions, and/or causes of actions that arise out of and/or in any way related to the Prize, the receipt, use and/or enjoyment of the Prize and/or the Contest.

11. PRIVACY

All personal information collected during the course of the Contest is subject to the Organizer's Privacy Policy, and will be used solely by the Organizer and related companies for the purpose of this contest and future marketing purposes.

12. The Organizer reserves the right to withdraw or terminate the Contest at any time without prior notice.

13. This Contest is subject to all federal, provincial and municipal laws.

14. A description of the Contest is available in Chinese, and the full Rules and Regulations are available in English. In case of discrepancy between the two, the English version shall prevail.