



Legends of the Call Award Rules and Regulations

OPEN TO CANADIAN RESIDENTS ONLY.

1. **Award Time Frame:** Any person who calls or has called the MedicAlert 24/7 Emergency Hotline during a legitimate emergency in accordance with the rules between 12:01 am ET January 1, 2011 and **11:59 PM ET** April 27, 2011 will automatically become eligible for the Legends of the Call Award. The Award is sponsored by the Canadian MedicAlert Foundation.
2. **Award Eligibility:** The Award is open only to residents of Canada who have reached the age of majority in the province or territory in which they reside. Employees, agents and representatives of the Sponsor and their respective subsidiaries and affiliates and each of their respective advertising and promotion agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.
3. **How to Become Eligible:** To become eligible, entrants must follow the MedicAlert Look, Read, Call procedure during an emergency and call the MedicAlert 24/7 emergency hotline to help treat a patient between 12:01 am ET January 1, 2011 and 11:59 PM ET on April 27, 2011. Once eligible entrants have completed the call to the 24/7 Emergency Hotline, they will automatically become eligible for the Award. All incoming 24/7 Emergency Hotline calls are captured by MedicAlert. No patient information will be publicized without written consent from the patient.
4. **Judging:** On May 2, 2011 starting at 9:00 AM ET the Award recipient will be chosen by a panel of judges comprised of individuals from MedicAlert and EMSCC based on the following criteria (weighted equally): outstanding performance during an emergency, effective use of Look, Read, Call procedure, and outcome of the emergency. In the event of a tie, the entrant with the highest score on effective use of Look, Read, Call Procedure will be declared the Award recipient. Only one (1) person will be recognized as the Award recipient.

5. **Prize and Approximate Value:** There is one (1) Award for one entrant selected by the Sponsor.

Prize	Number Available	Description	Value
Legends of the Call Award	1	<p>A trip for one (1) to EMSCC conference in St. John's, NL. June 8-10, 2011</p> <p><u>This Prize Includes:</u></p> <ul style="list-style-type: none"> • Round trip air transportation between major airport closest to recipient's home and St. John's, NL. • 3-days, 2 night hotel accommodation in St. John's, NL. 	Approx: \$2000.00 (including airfare based on Toronto departure example)

6. **Prize Disclaimer:** Canadian MedicAlert Foundation is the Sponsor of this Award and is solely responsible for the delivery of the award to an official recipient, as declared by Sponsor. By participating in the Award, each Entrant agrees to release and hold harmless Sponsor and the employees, officers, directors, shareholders, agents, its parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Award or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy and Award recipient must sign and return a standard release prior to ticketing, releasing the Sponsor, the Administrator and the Award Judges from all liability.
7. **Release and Assignment:** Acceptance of the Award constitutes permission to the Sponsor and its agencies to use recipient's name, biographical information, comments, city of residence, pictures/portraits, likeness and/or voice and video, for purposes of advertising and trade without further compensation or notice, unless prohibited by law.
8. **General Rules:** By accepting this Award, entrants agree to be bound by the decisions of the Sponsor, Administrator and the Award Judges. By participating, Entrants agree to abide by these Rules and Regulations and the decisions of Sponsor, which are final. Sponsor reserves the right, in its sole discretion, subject to the approval of the RACJ in Quebec, to modify or terminate the Award or the Award Rules at any time, without notice, and for any reason.

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9. For residents of Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
10. All entries become the property of Sponsor, which assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or down loading any material in the promotion. Sponsor reserves the right, in its sole discretion subject to the approval of the RACJ, to cancel or suspend this contest should a virus, bug or other cause beyond the reasonable control of Sponsor corrupt the security or proper administration of the contest. Any attempt to deliberately undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek remedies and damages to the fullest extent. Entries are subject to verification and will be declared invalid if they are illegible, inaudible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way. Entrants agree to abide by the Contest Rules and the decisions of the independent judging panel, which are final.
11. **Sponsor:** The Sponsor of the Award is Canadian MedicAlert Foundation, 2005 Sheppard Ave East, Suite 800, Toronto, Ontario M2J 5B4.