

Shark Truth's Happy Hearts Love Sharks Wedding Contest Rules 2011

[Updated April 11, 2011]

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Wedding Contest Rules for Entrants Currently Residing in Canada & Grand Prize

1. **Contest start date** begins at 10:00pm PST on April 27, 2011; early bird entries will be posted to our Facebook fan page and voting can begin. **Contest ends and voting closes** at 11:59pm PST on June 6, 2011.

Contest winners will be notified by email by June 8, 2011. Winners will be posted on Shark Truth's website, social media networks and other communication mediums.

Contest entry submission will open between November, 2010 and ends June 1, 2011

subject to screening process and approval by Shark Truth. **Processing may take up to two business days** and Shark Truth holds the right to reject contest submissions without notification or explanation. Entries may be rejected for offensiveness, obscenity, incomplete entries, multiple entries or if contestants do not meet contest criteria below.

2. Contest is open to wedding couples age 19 and above. All eligible entries received will be entered into the contest to win the prize specified below.
3. **Grand Prize: "A trip for two to Hawaii, including economy airfare from Vancouver International Airport to Honolulu, Hawaii, USA, four nights hotel stay, and a shark experience."** Additional travel costs including transportation, Visa applications, travel insurance and other costs are not included in the Grand Prize. Hereinafter referred to in this document as the "Grand Prize." The Grand Prize is valued at approximately \$2,500. The Grand Prize is non-transferrable and has no cash value. Winners must claim all parts of the prize (e.g. winners cannot choose to fly and stay in hotel without taking the shark experience).
4. **There is only one Grand Prize. Grand Prize winners will be chosen based on the highest number of "votes" between the contest start date and time and contest end date and time.** A vote is defined as a "Like" on the contestant's Facebook photo entry in the specified photo Album on Shark Truth's Facebook fan page. E.g. if you have 100 "Like"s on your Facebook photo entry, you have 100 votes. Photo "Comments" are not counted as votes.

Note: Although there is only one Grand Prize, the winning contest entry may be interchangeably referred to as "winner" or "winners" because the Grand Prize will be awarded to the winning couple. In other words, two partners.

5. **Grand Prize is only open to and can only be claimed by contestants currently residing in Canada (one of the partners must have a residential address in Canada and must be currently residing at this address) excluding Quebec. Important:** Entries where both partners are residing outside of Canada are not eligible for the Grand Prize.
 - a. **Contestants from Greater Vancouver Regional District (GVRD):** Please skip to section 5(c).
 - b. **Contestants in Canada outside of GVRD:** For couples who reside in Canada but outside of the GVRD, **you will be given the cash equivalent by cheque or deposit to the flight vendor** (purchasing method and flight vendor is to be decided by Shark Truth) **for a return flight to Honolulu, Hawaii, USA from your Canadian location. The cash equivalent value will be based on a roundtrip flight to Honolulu, Hawaii, USA**

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departing from Vancouver, B.C. Canada. Important: If the value of the flight from your location exceeds the value of a flight to Hawaii from Vancouver quoted by Shark Truth, **contestants will be responsible for any additional cost incurred and Shark Truth will not be held liable for any additional incurred cost outside of the Grand Prize package.** If the value flight from your location is less than the value of a flight to Hawaii from Vancouver quoted by Shark Truth, you will not receive the difference in cash. Contestant also have the option of getting themselves to Vancouver B.C. Canada on their own, at their own cost, to claim the Grand Prize but are responsible for arriving at YVR airport on time. No compensation will be made for missed flights.

- **E.g.** If you win the Grand Prize and reside in Toronto, Canada and want to take your trip on July 20th, 2011 and return July 25th, 2011 from Toronto to Hawaii and back; Shark Truth will obtain a quote for two flights to Hawaii from Vancouver and back for these dates and you will pay the difference for your chosen Canadian departure destination. **E.g. If the flights are quoted at \$1,000 for departure from Vancouver and \$1,500 for departure from Toronto, we will deposit \$1,000 to the selected flight vendor and the winners will pay the difference of \$500.** If the trip from Toronto is cheaper than from Vancouver, you will not get the difference in cash.
 - c. All quotes, flight and hotel vendors for non-GVRD Canadian contestants will be authorized for purchase by Shark Truth only.
6. In order to claim the Grand Prize —
- a. **The wedding couple must fulfill one of the two requirements below:**
 - (1) **Will be holding a “Chinese Wedding Banquet” in Canada.** A traditional Chinese Wedding Banquet is defined as:
 - a. Is the Banquet that is stated on the couple’s wedding invitation to guests AND;
 - b. Is located in a Chinese restaurant, hotel, banquet hall, golf course, as long as it’s a Chinese catered cuisine.
 - OR**
 - (2) **At least one of the spouses is partial or full Chinese and both are residing in Canada.** Note: This is a criterion because we want to measure change in the current consumption of shark fin soup.
 - b. There is more than 50 guests are in attendance
 - c. There is no Shark Fin Soup or any Shark related food served at the Banquet.
 - d. The wedding ceremony and banquet must occur / have occurred between April 1st, 2010 and December 31st, 2011.
 - e. Sign a liability and media release waiver.
 - f. Agree to be interviewed, photographed and filmed for Shark Truth promotional purposes. Must be available for 3 media events.
7. The Grand Prize winners are responsible for any documents or cost associated with acquiring Visas, Visa applications, or any other documentation required for entry into the United States of America. **Shark Truth will not be held responsible if any member of the winning couple is denied entry into the United States of America.** For more information on entry requirements please visit: <http://travel.state.gov/>
8. **Shark Truth has the rights to use photo submissions for media, marketing and publication purposes.** Photos will not be used for commercial purposes. **Important: Contestants are solely and fully responsible for copyrights of the photo** that is submitted to Shark Truth used for the purposes of the Wedding Contest. **Shark Truth holds no liability as it is the contestants sole responsibility to ensure that the photo they are submitting for the Wedding Contest to be used for the purposes of media, marketing and publications have been approved by the**

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photographer or businesses associated without credits to the photographer or business associated. All contestants' photos are subject to image edits for overlaying Sponsors and quotes onto photo submission.

Note: "Sponsors" are defined as the persons, organizations and/or businesses providing the funds and financial support for the contest prizes.

9. Contestants give consent to Shark Truth to use their first names, comments, photographs and likeness in order to promote the Happy Hearts Love Sharks wedding contest. Contestants may be called upon by journalists to answer questions about their involvement in the Happy Hearts Love Sharks wedding contest by email or phone.
10. Certain steps may be required to authenticate that no shark fin soup was served at the wedding banquet. Including but not limited to verification of the menu with the banquet restaurant.
 - a. Couples that violate this agreement agree to pay the cost of the prize (\$2500 for Grand Prize winners and \$200 for runner-up prize winners) in full to the Shark Truth Society.
11. **The Grand Prize must be claimed before June 18th, 2011. Important: winners who do not claim the prize before this time is subject to fully forfeiting the Grand Prize to the next runner up entry without any notification.**
12. **The entire Grand Prize trip must be used between July 1st, 2011 and August 31st, 2011. Couples must choose flight dates by July 1st, 2011** by emailing Cecile@Sharktruth.com.
13. Entrants agree to release and not hold liable Sponsors, their affiliates and subsidiaries, and each of their respective directors, officers, employees, agents, successors, and assigns, from any damage, injury, death, loss, or other liability that may arise from entrant's participation in the Contest or the awarding, acceptance, use, or misuse of any prize. All entrants agree that Canadian law shall apply exclusively to the Contest and that any dispute with respect to the Contest shall be resolved in either the federal or provincial courts in Vancouver, British Columbia.
14. RESTRICTIONS: Each entrant defined as "a couple" is eligible to participate only once per each marriage of the associated year of the Happy Hearts Love Sharks Wedding contest. Sponsors and their affiliated companies, are not responsible for any failure of any electronic equipment, computer transmissions and/or network connections. Sponsors and their affiliated companies are not responsible for any inaccuracies in information which may be used in the Contest, or for any technical or human error which may occur in the processing of entries, including data entered by contestants. Sponsors and their affiliated companies reserve the right to discontinue the Contest at any time, in which event, only entries received prior that date will be considered.
15. Shark Truth Society reserves the right to determine which entries are appropriate for contest submission. If content is determined to be inappropriate for public viewing entries may be disqualified. Participants will be notified of any entries that have not been uploaded for competition.
16. NOTIFICATION AND AWARDING OF PRIZE: Winner, if any, will be notified by email or via telephone and will be required to sign and return an Affidavit of Eligibility and Publicity/Liability Release, within thirty (30) days of notification. The Affidavit of Eligibility and (unless prohibited) Publicity/Liability Release must be executed and returned by each potential winner within 21 days after such documents are sent to the address provided by such a potential winner. Failure of a potential winner to complete, sign and return any requested documents within such period or the return of any prize notification or prize as undeliverable may result in disqualification and selection of an alternate winner in Sponsors' discretion. You are not a winner unless your submissions are

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verified. The information in winner's Affidavit of Eligibility must be correct and must mirror the information provided in winner's entry or winner is disqualified. E-Mail completed affidavit to info@sharktruth.com. If winner cannot be contacted, is ineligible, fails to claim a prize or fails to return the completed and executed Affidavit/Release as required, or if the Prize Notification is returned as undeliverable, prize will be forfeited. If prize is unclaimed, an alternate winner will be selected. By participating, a winner, except where prohibited by law, grants Sponsors and their affiliated companies the right to use the winner's name, likeness, picture, portrait, hometown, voice, biographical information and written submissions and written or oral statements, for advertising and promotional purposes without additional compensation unless required by law.

17. The information that you provide in connection with the Contest may be used for Sponsors' internal purposes and to send you Sponsors' newsletters and other information about Sponsors, but will not be provided to third parties, except as necessary for the administration of the Contest or as required by law or legal process.
18. Entries and other submitted material become the property of Sponsors and will not be acknowledged or returned. Sponsors and those working for Sponsors or on the behalf of Sponsors, will not be responsible for lost, late, misdirected, damaged, or postage due mail or email and for Internet, computer hardware and software, phone, and other technical errors, malfunctions and delays. In the event of a dispute concerning who submitted an email entry, the entry will be deemed to have been submitted by the authorized holder of the email account from which the entry is made. The "authorized account holder" is the natural person to whom an email address is assigned by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address.
19. Sponsors reserve the right in their sole discretion to modify or cancel all or any portions of the Contest because of technical errors or malfunctions, viruses, hackers, or for other reasons that corrupt the Contest in any manner. Sponsors also reserve the right in their sole discretion to disqualify any entrant who fails to comply with these Official Rules, who attempts to enter the Contest in any manner or through any means other than as described in these Official Rules, or who attempts to disrupt the Contest or to circumvent any of these Official Rules. Please note that contest rules, deadlines and prizes are subject to change without notice.
20. Officers, directors, representatives, and employees of Sponsors, their affiliates and subsidiaries, and each of their respective advertising, promotion, publicity, production, and judging agencies, and those with whom they are domiciled, are not eligible to enter. By entering, entrants agree to be bound by the decisions of the judges and these Official Rules and to comply with all federal, provincial and local laws and regulations. All federal, provincial and local taxes are each winner's sole responsibility. The prizes will be awarded. No prize substitutions, transfers, or cash alternatives permitted except Sponsors reserve the right to substitute a prize of equal or greater value at Sponsors' discretion. By entering, each winner accepts all of the conditions, restrictions, requirements, and/or regulations required by Sponsors and also agrees to accept delivery of prize. Unless otherwise prohibited by law, acceptance of the prize constitutes permission to use winner's name, picture, likeness, address (city and province), and biographical information for advertising and publicity purposes for Sponsors and for this and/or similar promotions, without compensation.
21. Contest is void where prohibited, taxed or otherwise restricted.

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Wedding Contest for Camera Prize

1. **Contest start date** begins at 10:00pm PST on April 27, 2011; early bird entries will be posted to our Facebook fan page and voting can begin. **Contest ends and voting closes** at 11:59pm PST on June 6, 2011. **Note: to win the Camera Prize, you do not need votes; see Section 3(a).**

Contest winners will be notified by email by June 8, 2011. Winners will be posted on Shark Truth's website, social media networks and other communication mediums.

Contest entry submission will remain open between April 12, 2011 and June 1, 2011 subject to screening process and approval by Shark Truth. **Processing may take up to two business days** and Shark Truth holds the right to reject contest submissions without notification or explanation. Entries may be rejected for offensiveness, obscenity, incomplete entries, multiple entries or if contestants do not meet contest criteria below.

2. Contest is open to wedding couples age 19 and above. All eligible entries received will be entered into the contest to win the prize specified below.
3. There is only one Camera Prize. Camera Prize is **one waterproof digital camera valued at \$200. The prize is non-transferrable and has no cash value.**
 - a. **Winners of this prize will be chosen based on a random draw conducted by Shark Truth through a software program. Eligible contestants for the draw include ALL Shark Truth approved contest entries that are live on Shark Truth's Facebook fan page (excluding the Grand Prize winner) in the specified contest photo album before June 1, 2011.**

Note: Although there is only one Camera Prize, the winning contest entry may be interchangeably referred to as "winner" or "winners" because the Camera Prize will be awarded to the winning couple. In other words, two partners.

4. In order to claim the Camera Prize—
 - a. **The wedding couple must fulfill one of the two requirements below:**
 - (1) **Will be holding a "Chinese Wedding Banquet."** A traditional Chinese Wedding Banquet is defined as:
 - a. Is the Banquet that is stated on the couple's wedding invitation to guests AND;
 - b. Is located in a Chinese restaurant, hotel, banquet hall, golf course, as long as it's a Chinese catered cuisine.
 - OR
 - (2) **At least one of the spouses is partial or full Chinese.** Note: This is a criterion because we want to measure change in the current consumption of shark fin soup.
 - b. **Location: The couple can be from anywhere in the world.**
 - c. There is more than 50 guests are in attendance
 - d. There is no Shark Fin Soup or any Shark related food served at the Banquet.
 - e. The wedding ceremony and banquet must occur / have occurred between April 1st, 2010 and December 31st, 2011.
 - f. Sign a liability and media release waiver.
 - g. Agree to be interviewed, photographed and filmed for Shark Truth promotional purposes. Must be available for 3 media events.
5. **Camera Prize winners are fully responsible for any addition costs associated with receiving the Camera Prize such as customs fees, import fees, tariffs, municipal taxes,**

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state taxes, federal taxes, credit card charges. Shark Truth is not liable for any additional costs outside of the camera purchase itself and shipping and handling for the Camera Prize to the designated location. **Important: Winners are assumed to accept the responsibility for additional costs once winners have accepted the Camera Prize upon notification from Shark Truth. Hence, winners cannot reject the Camera Prize once they have accepted upon notification of winning the Camera Prize from Shark Truth due to additional costs.**

6. If the Camera Prize is misplaced, lost or damaged by delivery services, Shark Truth is not liable for repairing or replacing the Camera Prize.
7. **Winners of camera prize agree to take five underwater photos to send to Shark Truth by July 31st, 2011.** These photos must be high resolution and full copyrights for the photos are given to Shark Truth and Shark Truth does not need to credit the photographer. (Photos will not be used for commercial purposes.)
8. Entrants agree to release and not hold liable Sponsors, their affiliates and subsidiaries, and each of their respective directors, officers, employees, agents, successors, and assigns, from any damage, injury, death, loss, or other liability that may arise from entrant's participation in the Contest or the awarding, acceptance, use, or misuse of any prize. All entrants agree that Canadian law shall apply exclusively to the Contest and that any dispute with respect to the Contest shall be resolved in either the federal or provincial courts in Vancouver, British Columbia.
9. **RESTRICTIONS:** Each entrant defined as "a couple" is eligible to participate only once per each marriage of the associated year of the Happy Hearts Love Sharks Wedding contest. Sponsors and their affiliated companies, are not responsible for any failure of any electronic equipment, computer transmissions and/or network connections. Sponsors and their affiliated companies are not responsible for any inaccuracies in information which may be used in the Contest, or for any technical or human error which may occur in the processing of entries, including data entered by contestants. Sponsors and their affiliated companies reserve the right to discontinue the Contest at any time, in which event, only entries received prior that date will be considered.
10. Shark Truth Society reserves the right to determine which entries are appropriate for contest submission. If content is determined to be inappropriate for public viewing entries may be disqualified. Participants will be notified of any entries that have not been uploaded for competition.
11. **NOTIFICATION AND AWARDING OF PRIZE:** Winner, if any, will be notified by email or via telephone and will be required to sign and return an Affidavit of Eligibility and Publicity/Liability Release, within thirty (30) days of notification. The Affidavit of Eligibility and (unless prohibited) Publicity/Liability Release must be executed and returned by each potential winner within 21 days after such documents are sent to the address provided by such a potential winner. Failure of a potential winner to complete, sign and return any requested documents within such period or the return of any prize notification or prize as undeliverable may result in disqualification and selection of an alternate winner in Sponsors' discretion. You are not a winner unless your submissions are verified. The information in winner's Affidavit of Eligibility must be correct and must mirror the information provided in winner's entry or winner is disqualified. E-Mail completed affidavit to info@sharktruth.com. If winner cannot be contacted, is ineligible, fails to claim a prize or fails to return the completed and executed Affidavit/Release as required, or if the Prize Notification is returned as undeliverable, prize will be forfeited. If prize is unclaimed, an alternate winner will be selected. By participating, a winner, except where prohibited by law, grants Sponsors and their affiliated companies the right to use the winner's name, likeness, picture, portrait, hometown, voice, biographical information and written submissions and written or oral statements, for

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advertising and promotional purposes without additional compensation unless required by law.

12. The information that you provide in connection with the Contest may be used for Sponsors' internal purposes and to send you Sponsors' newsletters and other information about Sponsors, but will not be provided to third parties, except as necessary for the administration of the Contest or as required by law or legal process.
13. Entries and other submitted material become the property of Sponsors and will not be acknowledged or returned. Sponsors and those working for Sponsors or on the behalf of Sponsors, will not be responsible for lost, late, misdirected, damaged, or postage due mail or email and for Internet, computer hardware and software, phone, and other technical errors, malfunctions and delays. In the event of a dispute concerning who submitted an email entry, the entry will be deemed to have been submitted by the authorized holder of the email account from which the entry is made. The "authorized account holder" is the natural person to whom an email address is assigned by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address.
14. Sponsors reserve the right in their sole discretion to modify or cancel all or any portions of the Contest because of technical errors or malfunctions, viruses, hackers, or for other reasons that corrupt the Contest in any manner. Sponsors also reserve the right in their sole discretion to disqualify any entrant who fails to comply with these Official Rules, who attempts to enter the Contest in any manner or through any means other than as described in these Official Rules, or who attempts to disrupt the Contest or to circumvent any of these Official Rules. Please note that contest rules, deadlines and prizes are subject to change without notice.
15. Officers, directors, representatives, and employees of Sponsors, their affiliates and subsidiaries, and each of their respective advertising, promotion, publicity, production, and judging agencies, and those with whom they are domiciled, are not eligible to enter. By entering, entrants agree to be bound by the decisions of the judges and these Official Rules and to comply with all federal, provincial and local laws and regulations. All federal, provincial and local taxes are each winner's sole responsibility. The prizes will be awarded. No prize substitutions, transfers, or cash alternatives permitted except Sponsors reserve the right to substitute a prize of equal or greater value at Sponsors' discretion. By entering, each winner accepts all of the conditions, restrictions, requirements, and/or regulations required by Sponsors and also agrees to accept delivery of prize. Unless otherwise prohibited by law, acceptance of the prize constitutes permission to use winner's name, picture, likeness, address (city and province), and biographical information for advertising and publicity purposes for Sponsors and for this and/or similar promotions, without compensation.
16. Contest is void where prohibited, taxed or otherwise restricted.

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