

TOURISM VANCOUVER "INVITE THE WORLD" SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THE TOURISM VANCOUVER "INVITE THE WORLD" SWEEPSTAKES IS SPONSORED BY TOURISM VANCOUVER (THE "SPONSOR"). THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK, INC. ("FACEBOOK").

SWEEPSTAKES DETAILS: NO PURCHASE NECESSARY. The Tourism Vancouver "Invite The World" Sweepstakes (the "Sweepstakes") starts at 12:00:01 AM Eastern Time (ET) on October 25, 2011 and ends at 11:59:59 PM ET on December 31, 2011 (the "Promotion Period").

ELIGIBILITY: Sweepstakes open to legal residents of British Columbia, Canada, 18 years of age or older on date of entry. Officers, directors and employees of Tourism Vancouver, their "Prizing Providers" (The Fairmont Waterfront, Hawksworth Restaurant at Hotel Georgia, Birks, Bluebird, Urban Fare Restaurant, The Listel Hotel, Cineplex, John Fluevog Shoes, Orpheum Theatre, TransLink, Vancouver Chamber Choir, Vancouver Symphony Orchestra or the Contemporary Art Gallery), their "Promotion Partners" (Lululemon, Canadian Tourism Commission, Telus, Vancouver Hotel Destination Association, Vancouver Airport Authority, The Downtown Vancouver Business Improvement Association), their respective parent, subsidiaries and affiliated companies, advertising, promotional and judging agencies, persons engaged in the development, production or distribution of materials for this Sweepstakes (DDB Canada and Marden-Kane, Inc.) and the immediate family members (parent, child, sibling, and spouse of each) of and/or persons living in the same household as such individuals (whether related or not) are not eligible to participate. This Sweepstakes is void in all other provinces and where prohibited by law. This Sweepstakes is subject to all applicable federal and provincial laws and regulations.

HOW TO ENTER: To enter the Sweepstakes go online to www.invitetheworld.com anytime during the Promotion Period: [1] follow the online instructions to create a postcard from Vancouver to someone you know. [2] identify if the postcard should be sent via email, Facebook or postal service and provide the requested recipient's contact information. [3] complete the online entry form. [4] Click the submit button. By clicking submit, entrant will receive one (1) entry into the Grand Prize Drawing as well as one (1) entry into the Weekly Drawing (as indicated in the Weekly Entry Table below). Entries received will only be included in the Weekly Drawing for the Week the entry was received (and not subsequent Weekly Drawings) and in the Grand Prize Draw. All Entries must be submitted by 11:59:59 pm ET on December 31, 2011 as determined by Sponsor's computer.

Weekly Entry Table:

Entry Period	Begins 12:00:01 a.m. ET on:	Ends 11:59:59 p.m. ET on:	Weekly Winner Drawing and notification:
1	10/25/11	10/31/11	11/2/11
2	11/1/11	11/7/11	11/9/11
3	11/8/11	11/14/11	11/16/11
4	11/15/11	11/21/11	11/23/11
5	11/22/11	11/28/11	11/30/11
6	11/29/11	12/5/11	12/7/11
7	12/6/11	12/12/11	12/14/11
8	12/13/11	12/19/11	12/21/11
Grand Prize	10/25/11	12/31/11	1/4/12

CONDITIONS OF ENTRY: As part of the Sweepstakes entry process, entrants will be required to indicate that they have read, accept and agree to be bound by these Official Rules. There is no limit to the number of postcards you can create and send but there is a limit of one postcard per entrant to each respective recipient. Any individual that, in the sole discretion of Sponsor, is suspected of submitting entries in excess of the disclosed maximum, by any means, including but not limited to establishing multiple e-mail accounts, will be disqualified from participation in this Sweepstakes. The name of the person submitting the Sweepstakes entry must be the authorized account holder of such email address, otherwise, entry may be deemed void. In the event of a dispute over the identity of a potential winner, the entry will be declared made by the authorized account holder of the email address submitted at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she the authorized account holder of such email address. It is the sole responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her e-mail or postal address during the Promotion Period. Proof of submission of entry does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be returned to entrant. Each entry submission must be manually key stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or other similar service) will be disqualified and transmissions from these or related email or IP addresses may be blocked.

PRIZES: One (1) Grand Prize: A Vancouver Vacation for winner and four (4) guests. Prize included round-trip coach air transportation for winner's four guests to Vancouver, Canada from the international airport nearest guest's home (determined by Sponsor in its sole discretion), four (4) nights double occupancy accommodations in two connecting rooms at The Fairmont Waterfront, \$3,000 cash plus a \$200 Gift Certificate to Hawksworth Restaurant at Hotel Georgia, a \$250 Birks Gift Certificate and a \$250 Bluebird Gift Certificate (women's clothing boutique). Approximate Retail Value ("ARV"): \$10,700, however actual value will depend upon residence of winner. **Weekly Prizes (One awarded each week): Week #1 Prize:** A \$200 Gift Certificate to Urban Fare restaurant. Gift Certificate can be used at any of their three Vancouver locations, Urban Fare Shangri-La, Urban Fare Coal Harbour, or Urban Fare Yaletown. Approximate Retail Value ("ARV"), \$200. **Week #2 Prize:** A two (2) night stay for winner and guest at The Listel Hotel. Prize awarded as a Gift Certificate. ARV, \$300. **#3 Prize:** Translink FareSaver Tickets. Prize awarded as five (5) booklets of 10 one zone tickets each, ARV, \$105. **Week #4 Prize:** Fifteen (15) Cineplex Movie Passes. Prize awarded as adult general admission passes and can be redeemed at the Scotiabank Theatre Vancouver or other locations), ARV \$12.99 ea. Total ARV of prize, \$195. **Week #5 Prize:** A \$250 John Fluevog Shoes Gift Certificate. Gift Certificate can be used at any of their Vancouver locations, Downtown Granville or Gastown, ARV \$250. **Week #6 Prize:** Two (2) tickets to Handel's Messiah by Vancouver Chamber Choir. Prize awarded as two adult tickets to the December 9, 2011 performance at the Orpheum Theatre, ARV \$150. **Week #7 Prize:** Two (2) tickets to Classic Crooning with Tony DeSare by Vancouver Symphony Orchestra. Prize awarded as two (2) adult tickets to the January 28, 2012 performance at the Orpheum Theatre, ARV \$150. **Week #8 Prize:** "Friend" level annual membership at the Contemporary Art Gallery. Prize awarded upon mailing in a one year membership form, ARV \$100.

PRIZE DETAILS: Cash portion of Grand Prize will be awarded in the form of a check payable to the Grand Prize Winner. All Prizes will be awarded, provided enough qualified entries have been received for any Weekly Drawing Travel arrangements for Grand Prize must be made through Sponsor's agent, on a carrier of Sponsor's choice. Certain travel restrictions and blackout dates may apply. The Grand Prize Winner's guests are responsible for obtaining all travel documents (e.g. passport, valid photo ID, etc.) as well as travel insurance (and all other forms of insurance) that they may wish to obtain (at their own expense) and hereby acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. It is the responsibility of the Grand Prize Winner's guests to arrive at the designated city in time for their flights. If any of Grand Prize winner's guest lives within a 100-mile radius of Vancouver, ground transportation will be substituted for air transportation. All Gift Certificates must be used within one year of prize award. Grand Prize Winner's guests must complete travel within one year of prize award. No substitution, cash equivalent, or transfer of prize permitted except at the sole discretion of the Sponsor, who reserves the right, in its sole discretion, to substitute a prize (or portion thereof) with one of equal or greater value if advertised prize is unavailable. If the actual value of the prize is lower than the stated ARV when prize is fulfilled, the difference between the ARV and actual value will not be awarded. Winner is responsible for any other costs and expenses associated with the acceptance and use of a prize not specifically described above, including, and without limitation, ground transportation, meals, taxes, gratuities and souvenirs. Gift Certificate terms and conditions, and bylaws for use and redemption will apply.

RANDOM DRAWINGS: On or about the dates indicated above in the Entry Table, a random drawing will be conducted by the Sponsor from among all eligible entries received, whose decisions are final and binding in all matters relating to this Sweepstakes. Odds of winning the Grand Prize depend on the number of eligible entries received by the end of the Promotion Period. Odds of winning a Weekly Prize depend on the number of eligible entries received by the end of each Weekly Entry Period.

WINNER NOTIFICATION: Potential winner will be notified via e-mail within two (2) days of the date of winner determination at the email address provided at time of entry and will be required to correctly answer a timed, mathematical skill question, to be administered by Sponsor, either by mail, telephone, e-mail, or fax (at its sole discretion) before awarding of the prize. Any winner notification returned as undeliverable will result in forfeiture of the prize and an alternate winner may be determined at the Sponsor's sole discretion. Failure by any potential winner to provide accurate information or to comply with any of these Rules may result in forfeiture of the prize and an alternate winner may be determined at the Sponsor's sole discretion. The potential winners will be required to sign and return to Sponsor an Affidavit of Eligibility/Liability Release including (where lawful) a publicity release for receipt by Sponsor within seven (7) days of notification. If any required documents are not returned within the number of days specified in the notification correspondence, or the potential winner is not in compliance with these Official Rules, or if any notification is returned as undeliverable, then the prize may be forfeited and an alternate winner may be determined at the Sponsor's sole discretion.

CONDUCT: This Sweepstakes is subject to the laws of Canada only. By entering this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the judges that shall be final and binding in all respects. These Official Rules are accessible at www.invitetheworld.com throughout the Promotion Period. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right at its sole discretion to disqualify any individual suspected of tampering with the entry process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

LIMITATIONS OF LIABILITY: Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or any combination thereof, or; (e) any injury or damage to participant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes or download any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In the event an insufficient number of eligible submissions are received or Sponsor is prevented from awarding prize or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each "**Force Majeure**" event or occurrence), Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated for Force Majeure before the designated end date, Sponsor will (if possible) select the winner from all eligible, non-suspect submissions received as of the date of the event giving rise to the termination.

GENERAL CONDITIONS: As a condition of entry into the Sweepstakes, entrants agree to release Tourism Vancouver, their partner tourism companies, The Fairmont Waterfront, Hawksworth Restaurant at Hotel Georgia, Birks, Bluebird, Urban Fare Restaurant, The Listel Hotel, Cineplex, John Fluevog Shoes, Orpheum Theatre, TransLink, Vancouver Chamber Choir, Vancouver Symphony Orchestra or the Contemporary Art Gallery, and their, and their respective parents, subsidiaries and affiliated companies, suppliers, printers, application developers, advertising, promotional or judging agencies, Lululemon, Canadian Tourism Commission, Telus, Vancouver Hotel Destination Association, Vancouver Airport Authority, Downtown Vancouver Business Improvement Association, DDB Canada from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with accessing the Sweepstakes page; submitting an entry or otherwise participating in any aspect of the Sweepstakes; the receipt, ownership or use of any prize awarded; preparing for, participating in or traveling to and/or from any prize-related activity, or any typographical or other error in these Official Rules or the announcement of offering of any prize. Except where prohibited by law, winner grant to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at the Web Site) the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

WINNER'S LIST: Here are the weekly winners:

Week #1: Mona Abdel-Halim

Week #2: Robbin Risley

Week #3: Shannen McGreevy

Week #4: Randy King

Week #5: Dan Windwood

Week #6: Don McQueen

Week #7: Erin Johnson

Week #8: Marlene Randal

Grand Prize Winner: Cofa Tsui

SPONSOR/ADMINISTRATOR: Tourism Vancouver

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The Fairmont Waterfront, Hawksworth Restaurant at Hotel Georgia, Birks, Bluebird, Urban Fare restaurant, The Listel Hotel, Cineplex, John Fluevog Shoes, Orpheum Theatre, TransLink, Vancouver Chamber Choir, Vancouver Symphony Orchestra or the Contemporary Art Gallery are not participants or sponsors of this Promotion, nor do they endorse or promote this Sweepstakes, and their names, model names and logos are registered trademarks of each.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Vancouver Tourism and not to Facebook and the information collected will only be used in connection with this Sweepstakes.

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