

OWN THE TRENDS NATIONAL CONTEST RULES AND REGULATIONS

The "OWN THE TRENDS CONTEST" (referred to as the "Contest") invites participants to enter for a chance to win a **\$500 CW Asset Services Managed Shopping Centre Gift Card*** and **virtual styling session with Own the Trends partner and stylist Erica Wark**. By participating in this Contest, you accept and agree to be bound by these Official Rules. The Contest is subject to all applicable federal, provincial, and local laws and regulations and is void where prohibited by law. These Official Rules apply only to this Contest and not to any other promotions, contests, or sweepstakes.

Cushman and Wakefield Asset Services ULC reserves the right to make changes to the contest rules and regulations, and/or participating Centers at any time during the contest period as necessary and as they see fit. Participating Centers are listed at the end of the Contest Rules and Regulations.

1. Contest Period

The Contest begins at 12:01 a.m. Atlantic Time on September 23, 2024, and ends at 11:59PM October 30, 2024 Pacific Time (the "Contest Period"). The final draw date is October 31, 2024. The Final Draw will be organized and executed by the National Marketing Manager at Cushman and Wakefield Asset Services in Calgary Alberta at 333 – 7th Avenue S.W., Suite 900, T2P 2Z1

2. The Prize

There is one Prize. **"The Prize,"** as it shall be known, is one (1) \$500 CND Shopping Center Gift Card* from one of the participating Shopping Centers, and 1-hour Virtual Styling Session with Erica Wark

The Mall gift card will be awarded based on the Contest Page where the entrant has entered. For example: If the entrant enters the contest on the Bayshore Shopping Center Own the Trends contest page, they will win a \$500 CND Bayshore gift card as indicated on the contest page.

Erica Wark is providing a 1-hour virtual styling session valued at \$250.00 CND. Styling Session must be booked and used by April 30, 2025. Erica Wark will provide a link to the personal-styling session using her preferred video conferencing tool.

Dates and Times for the session is based on the availability of Erica Wark and her schedule. Information on booking the styling session will be provided directly to the winner. It is up to the winner to directly book the Styling Session with Erica Wark and/or her agent.

Once the selected entrant, hereby known as **"The Winner"** is confirmed, Erica Wark and he agency will receive "The Winner's" name, email, and city location.

3. Eligibility

The contest is open to all legal residents of Canada who have reached the age of majority in their province or territory of residence, excluding Quebec.



Employees, representatives, and agents of Cushman and Wakefield Asset Services, Erica Wark, and Dress for Success Canada, its affiliates, subsidiaries, advertising and promotional agencies, and members of the immediate family (spouse, parent, child, sibling) or household (whether related or not) of any such employee, representative, or agent are not eligible to enter.

4. How to Enter

Participants may enter on any participating Cushman and Wakefield Asset Services ULC managed Shopping Centre's on the Own the Trends Contest Entry Page, by filling out the contest entry information. Participating Centers are listed at the bottom of the Contest Rules and Regulations. One entry per valid email address.

Select Shopping Centers may choose to donate \$1.00 CND per contest entry up and to a pre-determined maximum amount to Dress for Success Canada. The \$1.00 CND donation does not in any way affect the entrant and / or selection of the winner and is not in any way a condition for entering the contest, merely a means of highlighting the Own the Trends Charity Partner and to further drive donations for their organization.

5. Conditions of Winning

The odds of winning The Prize will depend on the total number of eligible entries received in accordance with the Contest Rules during the Contest Period. This is a National Contest with multiple Shopping Centers collecting entries for one (1) prize.

The Winner must pick up The Prize in person. The Prize will be available at the Shopping Center whose contest page the entrant entered to win the prize.

The Winner will be contacted on October 31, 2024 by the email address provided upon entry. They will have 72-hours to confirm their acceptance of The Prize. Upon confirmation, they will have 7-days to pick up their shopping Centre gift card, unless other arrangements are made.

Information for booking the personal styling session will be emailed directly to The Winner, within 72-hours of The Winner accepting The Prize in-person and collecting the gift card.

The \$500 CND Shopping Center* and The Prize details will be made available for pick-up 48-hours after the winner has been drawn and agreed to accept The Prize as-awarded.

The Winner must:

Correctly answer unaided, a time-limited, mathematical skill-testing question upon pick-up of The Prize.

Sign a declaration and release form confirming compliance with the contest rules, acceptance of the prize as-awarded, and releasing Cushman and Wakefield Asset Services ULC and all shopping Centers managed by Cushman and Wakefield at the time of the contest from any liability in connection with the contest or The Prize.



6. Selection of Winner

Cushman and Wakefield Asset Services will first draw one participating shopping Center, followed by an entrant who entered the contest on the Participating Shopping Centre's Own the Trends Contest Page, hereby known as "The Winner."

There will be one Winner and they will win the gift card from the Center they are drawn from.

7. General Conditions

By entering the contest, participants agree to abide by the contest rules and the decisions of Cushman and Wakefield Asset Services ULC which are final.

Cushman and Wakefield Asset Services ULC reserves the right to disqualify any entry that does not comply with these rules or attempts to tamper with the entry process.

Cushman and Wakefield Asset Services and the shopping centers they manage, are not responsible for any technical malfunctions, lost or delayed entries, or other errors or problems that may affect the contest.

By accepting The Prize, The Winner agrees to the use of their name, city of residence, and photograph or likeness for advertising and publicity purposes without additional compensation, if requested.

8. Privacy

Cushman and Wakefield Asset Services will collect, use, and disclose the personal information provided by participants to administer the contest and in accordance with its privacy policy.

9. Host / Sponsor

The contest is hosted and sponsored by multiple Cushman and Wakefield Asset Services ULC Managed Shopping Centers, as listed, and noted below.

If you have any questions about the contest rules and regulations, please reach out to the Marketing Manager or Marketing Coordinator at your nearest participating shopping Centre.

Aberdeen Mall, Kamloops B.C.

Kristi Williams: Kristi.williams@cushwake.com

Londonderry Mall, Edmonton, Alberta

Natalie Linnell: Natalie.Linnell@cushwake.com

The CORE, Calgary, Alberta

Kaitlan Caldwell: Kaitlan.caldwell@cushwake.com



Midtown Plaza, Saskatoon, Saskatchewan

Brittany Abercrombie: Brittany.Abercrombie@cushwake.com

Cornwall Center, Regina, Saskatchewan

Katherine Dockham: Katherine.Dockham@cushwake.com

Erin Mills Town Center, Mississauga, Ontario

Francesca Bourre: Francesca.Bourre@cushwake.com

Dixie Outlet Mall, Mississauga, Ontario

Roxanne Labeda: Roxanne.Labeda@cushwake.com

Promenade, Thornhill, Ontario

Jamie De Rose Dragozet: Jamie.DeRoseDrago@cushwake.com

Eastgate Mall, Hamilton, Ontario

Roxanne Labeda: Roxanne.Labeda@cushwake.com

Billings Bridge, Ottawa, Ontario

Cheryl Oduwole: Cheryl.Oduwole@cushwake.com

Mic Mac Mall, Dartmouth, Nova Scotia

Chelsea Dunn: Chelsea.Dunn@cushwake.com

*In the instance that The Winner is drawn from a Shopping Center without a mall gift card program, The Winner will receive a \$500 CND VISA gift card in lieu of a Shopping Center gift card.

