

## Groceries for a Year Go Mobile Contest Contest Creative


### WEB

Hello, %DISPLAY\_FIRST\_NAME% ✕

**You have an exclusive chance to win groceries for a year!**

To enter, all you need to do is sign in to the my Sun Life mobile app. It's really that easy.

**Be sure to unlock your chance by October 31, 2020.**




[Tell me more!](#) [No, thanks!](#)

Hello, %DISPLAY\_FIRST\_NAME% ✕

**Don't miss your exclusive chance at winning groceries for a year!**

Downloading and signing in to the my Sun Life mobile app enters you into the draw. Find out how to earn a bonus entry and double your chances of winning.

**You have %variable% days left to unlock your entries.**



[See more details](#) [No, thanks!](#)

**Sign in to the my Sun Life mobile app and you could win groceries for a year!**

The grand prize includes 12 grocery store gift cards to help cover costs of groceries for an entire year. The total value of the gift cards is **\$6,000 CAD!**

You also have a chance at winning 1 of 3 \$250 grocery store gift cards.



**How to unlock your chance:**

Just sign in to the my Sun Life mobile app and we'll enter you into the draw. It's that easy.

Deadline to enter is **October 31, 2020**. For full details, check out the official contest rules [here](#).

Sign in today and keep enjoying the features of the my Sun Life mobile app



Sign in quickly and securely with fingerprint & face ID authentication



Stay up-to-date with your account details from wherever you are.



Find health-care savings with the Lumino Provider Search tool.

**Sign in to the my Sun Life mobile app and you could win groceries for a year!**

The grand prize includes 12 grocery store gift cards to help cover costs of groceries for an entire year. The total value of the gift cards is **\$6,000 CAD!**

Simply signing in to the app unlocks your first entry. Now let's double your chances.



**How to unlock your bonus entry:**

1. Open the provider search tool found under the benefits or health tab of the my Sun Life mobile app.
2. Search for your health-care provider or one you'd like to try.
3. Book, request or call to make an appointment with them.

Deadline to enter is **October 31, 2020**. For full details, check out the contest rules [here](#).

Sign in today and keep enjoying the features of the my Sun Life mobile app



Sign in quickly and securely with fingerprint & face ID authentication



Stay up-to-date with your account details from wherever you are.



Find health-care savings with the Lumino Provider Search tool.

SOCIAL MEDIA



## EMAIL

Can't see this email? [View in browser](#)



Hi <%=name%>.

Don't miss your **exclusive** chance at winning groceries for a year. Download and sign in to the **my Sun Life mobile app** and we'll enter your name into the draw. It's really that easy.

Deadline to enter is October 31, 2020.

[Tell me more](#)

Sign in today and enjoy the features of the my Sun Life mobile app



Sign in quickly and securely with fingerprint authentication.



Stay up-to-date with all of your account details from wherever you are.



Find health-care savings with the Lumino Provider Search tool.

Can't see this email? [View in browser](#)



Hi <%=name%>.

Be sure to enter for your **exclusive** chance to win groceries for a year before time runs out! Download and sign in to the **my Sun Life mobile app** and we'll enter your name into the draw. It's that simple!

Deadline to enter is October 31, 2020.

[Learn more](#)

**Want to double your chances of winning?  
Unlock your bonus entry!**

1. Open the Lumino Provider Search tool under the benefits or health tab of the my Sun Life mobile app.
2. Search for your health-care provider or one you'd like to try.
3. Book, request or call to make an appointment with them!

Sign in today and enjoy the features of the my Sun Life mobile app



Sign in quickly and securely with fingerprint authentication.



Stay up-to-date with all of your account details from wherever you are.



Find health-care savings with the Lumino Provider Search tool.

---

## Contest Rules

### CONTEST PERIOD

The "Groceries for a Year Go Mobile Contest" (the "Contest") begins on October 1, 2020 at 9:00 a.m. (EDT) and ends on October 31, 2020 at 11:59 p.m. (EDT) (the "Contest Period"). The Contest is sponsored by Sun Life Assurance Company of Canada (the "Contest Sponsor").

### ELIGIBILITY

In order to be eligible for the contest, you must be:

- an active member of a Group Benefits plan with the Contest Sponsor, or
- an active member of a Group Retirement plan with the Contest Sponsor, or
- a Sun Life Group Choices Plan Clients, or
- a Sun Life Individual Insurance & Wealth Clients.

(the "Entrant", collectively the "Entrants")

Employees, representatives, or agents of, members of the immediate family of, or living in the same household as an employee, representative or agent of the Contest Sponsor or any of its affiliated companies are not entitled to enter into the Contest. The expression "immediate family" means spouse, mother, father, sister, brother, son and daughter of the employee.

### HOW TO ENTER

#### NO PURCHASE NECESSARY

To be eligible to win, Entrants must download and sign in to the my Sun Life Mobile application (the "App") during the Contest Period and you'll automatically be entered into the contest (the "Entry"; collectively the "Entries"). The my Sun Life Mobile app can be downloaded on iPhone and Android devices from the Apple App Store and Google Play. App Store is a trademark of Apple Inc., registered in the U.S. and other countries. Google Play is a trademark of Google Inc.

The Contest Sponsor will pull the log data at the end of the Contest Period; this list will be used to randomly draw the prize winners.

### Bonus Entry

---

All Entrants during the Contest Period will be eligible for a Bonus Entry upon designating a registered health-care provider as a favorite using the Provider Search function of the App. Alternatively; Entrants are eligible to earn the Bonus Entry upon booking an appointment with a registered health-care provider on the App. There is a maximum of one (1) Bonus Entry per Entrant.

Maximum of two (2) Entries per Entrants during the Contest Period.

## **PRIZES**

For this contest, Entrants are eligible to win one (1) grand prize (the "Grand Prize") or one (1) of three (3) secondary prizes (the "Secondary Prize"; collectively the "Secondary Prizes"), as described below:

1. Grand prize: \$6,000 CAD in grocery store gift cards (the "Grand Prize").
2. Secondary prize: a \$250 CAD grocery store gift card (the "Secondary Prizes").

The Grand Prize will consist of twelve (12) grocery store gift cards that total \$6,000 CAD. The Secondary Prize consists of a \$250 CAD grocery store gift card. The type of grocery store gift card for both the Grand Prize and Secondary Prize is subject to the location of the confirmed winner.

The Prizes must be accepted as awarded. No substitutions will be available. The Prizes will be shipped at the Contest Sponsor's expense to the address provided by the winner. Each selected Entrant agrees to sign and return the Contest Sponsor's Declaration and Release form before receiving the Prize.

## **THE DRAW**

On November 16, 2020 at 10:00 a.m. (EDT) (the "Draw Date"), a representative of the Contest Sponsor will randomly select four (4) Entrants among all Entries received during the Contest Period. The first name selected will be the Grand Prize winner. All Entrants have an equal chance of winning. The odds of winning depend on the number of Entrants who enter the Contest during the Contest Period.

The Contest Sponsor, or its designated representative, will make a minimum of three (3) attempts to contact the selected Entrants by telephone or email within ten (10) business days of the Draw Date. If the selected Entrants cannot be contacted within ten (10) business days of the Draw Date, or if there is a return of any notification as undeliverable; then they



---

will be disqualified (and will forfeit all rights to their Prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate Entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected Entrant).

BEFORE BEING DECLARED CONFIRMED PRIZE WINNERS, the selected Entrants will be required to: (a) correctly answer a mathematical skill-testing question; and (b) sign and return within ten (10) business days of notification, the Contest Sponsor's Declaration and Release form, which: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of their Prize as awarded; (iii) releases the Contest Sponsor, its parent companies, subsidiaries, affiliates, Prize suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest, and each of their respective officers, directors, agents, representatives, successors and assigns from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the Prizes or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of their name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Contest Sponsor in any manner whatsoever, including print, broadcast or the internet.

If the selected Entrants: (a) fail to correctly answer the skill-testing question; (b) fail to return the properly executed Contest documents within the specified time; and/or (c) cannot accept the Prize as awarded for any reason; then they will be disqualified (and will forfeit all rights to their Prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate Entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected Entrant).

## **CONTEST GENERAL RULES**

All Entries become the property of the Contest Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Contest Sponsor with respect to all aspects of this Contest are final and binding on all Entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or Entrants.

The Contest Sponsor reserves the right, in its sole and absolute discretion (subject to the approval of the Regie des alcools, des courses et des jeux in Quebec, if applicable), to withdraw, amend or suspend this Contest (or to amend these Rules) in any way without prior notice.

---

By entering this Contest, each Entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with their Entry only for the purpose of administering the Contest and in accordance with the Contest Sponsor's privacy statement, unless the Entrant otherwise agrees.

The Contest Sponsor reserves the right, in its sole and absolute discretion, and without prior notice (subject to the approval of the Regie des alcools, des courses et des jeux in Quebec, if applicable), to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any Entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

## **INTELLECTUAL PROPERTY**

All intellectual property, including but not limited to trade-marks, copyrights, patents, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by the Contest Sponsor. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

## **LIMITATION OF LIABILITY**

The Contest Sponsor and/or its agencies or affiliates will not be responsible for lost, late, invalid, delayed, or misdirected entries. The Contest Sponsor and/or its agencies or affiliates will not be responsible for invalid, expired, unchecked e-mail addresses. The Contest Sponsor and/or its agencies or affiliates will not be responsible for any unavailability of or interruptions to any service or equipment used in connection with the Contest, including and without limitation to, (i) interruptions to any network, server, Internet, website, telephone, satellite, computer or other connections, (ii) failures of any telephone satellite, hardware, software or other equipment, (iii) garbled, misdirected or jumbled transmissions or traffic congestion, or (iv) other errors of any kind, whether human, technical, mechanical or electronic, or (v) the incorrect or inaccurate capture of entry or other information or the failure to capture any such information.

---

## **TAX INFORMATION**

All applicable government taxes, if any, on prizes won are the sole responsibility of the winner of such prize.

## **QUEBEC RESIDENTS**

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.

## **REST OF CANADA**

For residents of all other provinces and territories outside of Quebec, any litigation must be commenced in the City of Toronto, Ontario.

## **APPLICABLE LAWS**

The Contest is subject to all applicable federal, provincial and municipal laws.

## **PRIVACY**

Personally identifiable information of contest Entrants that is collected, used or disclosed during the Contest will be used to administer the Contest, select Entrants and fulfill the prize and will be treated in accordance with the Contest Sponsor's privacy policy accessible on the Contest Sponsor's website at [www.sunlife.ca/PSLF/canada](http://www.sunlife.ca/PSLF/canada). Personal information collected during the Contest entry process is temporarily stored by a third-party vendor and may be in a jurisdiction different than the one the user is in and their personal information may be subject to the laws of the local jurisdiction.