

# Break the Vape Challenge

## 2024 Contest Rules



**WARNING! These Contest Rules affect your legal rights. Read them carefully!**

Please read these contest rules (“**Contest Rules**”) carefully. They contain important information about your rights and obligations if you enter the 2024 Break the Vape Challenge Video Contest (“**Contest**”).

### CONTEST

1. The Contest is owned and administered by the Board of Health for the Windsor Essex County Health Unit (“**WECHU**”).
2. Contest time periods are as follows:
  - (a) Entries will be accepted from February 5, 2024 at 9:00 AM EST until March 8, 2024 at 11:59 PM EST, after which time, Entries will not be accepted by WECHU.
  - (b) Voting on Woobox is permitted starting April 15, 2024 at 9:00 AM EST and ending April 26, 2024 at 11:59 PM EST.
  - (c) Winners will be notified by May 1, 2024 at 4:30 PM EST.
3. Chances of winning are dependent on timing and quality of Entries.
4. No purchase is necessary to participate in the Contest.
5. WECHU reserves the right, in its sole discretion and without prior notice, to modify these Contest Rules and to and at any time, terminate the Contest in whole or in part.

### ELIGIBILITY

6. This Contest is open to students in grades 6-12 in Windsor and Essex County, Ontario.
7. Contest entrants (“**Entrants**”) can consist of a single student or a team of up to 4 students.
8. Employees and representatives of the WECHU and employees and representatives of any person that provides advertising, promotional or other services to the WECHU in connection with the Contest are not eligible to participate in the Contest. If a person is not eligible to participate in the Contest pursuant to this section, the ineligibility shall also apply to any member of their household.

### HOW TO ENTER

9. To enter the Contest, Entrants must complete the below steps, as applicable.
  - (a) Step 1: make a public service announcement video (a “**Video**”) that meets the following requirements:
    - (i) The Video must:
      - Be less than 30 seconds long.

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- Be less than 50 MB in a Woobox supported format.
  - Be in English or French.
  - Include at least one fact about vaping from the [Break the Vape Facts](#) found on the [Break the Vape website](#).
  - Include at least one call to action from [Call to Action](#) document found on the [Break the Vape website](#). The call to action can be as simple as stop vaping.
  - Have a unique title. Do not call your video “Break the Vape Challenge.”
  - Be created solely the Entrant, with no parent, teacher, or other help.
- (ii) The Video cannot include:
- Copyrighted music, movies, books, etc.
  - Logos, brands, or store signs.
  - You or anyone else using or displaying a vaping device.
  - Inappropriate, disrespectful, dangerous, or illegal content.
  - Individuals who are not on the Entrant’s team.
- (b) Step 2: For each Entrant or Entrant team member who is under the age of 18, ensure that they or if under 18 their parent or guardian completes a permission form available to [download](#) or [electronically](#).
- (c) Step 3: Access the Woobox [submission page](#) and make an entry (“**Entry**”) by:
- (i) completing the on-line submission form (one per Entrant even if the Entrant has multiple team members);
  - (j) uploading the Entrant’s Video;
  - (k) ensuring completed Parent/Guardian permission forms, as applicable, are uploaded to the submission form, or completed on-line [here](#), or alternatively uploaded to the electronic [permission form](#);
  - (l) clicking submit. Note: once “Submit,” is clicked confirmation that the Entry was received will be sent to the email on the on-line submission form. If WECHU cannot open the Entry, WECHU will let you know by email and give you the opportunity to resubmit. This type of technical issue will not disqualify an Entry.

### ENTRIES

10. Entrants may only submit one Entry. The Entries of Entrants who submit more than one Entry will be disqualified.
11. Entries become the sole property of the WECHU and will not be returned.
12. WECHU is not responsible for lost, late, misdirected, or incomplete Entries.
13. WECHU reserves the right to disqualify any Entrant and/or Entry without cost or further obligation to WECHU, if WECHU determines that such Entrant did not fulfill or acted contrary to these Contest Rules and/or in a way which is unfair to other Entrants. If an Entrant is disqualified their Entry shall be void, any Prizes forfeited and WECHU shall in addition, be entitled to take such further action it deems appropriate and as may be available to WECHU at law or in equity.

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14. WECHU may use, modify and distribute Videos through its website, social media accounts, in print media etc. for educational purposes and further WECHU may publish the name, grade, and school of Entrants alone or in conjunction with their Videos, along with Video details, including title, year, length, and format.

### PROCEDURE FOR SELECTING VIDEOS AND PRIZES

15. Only selected Videos will be posted to Woobox. Videos will be selected as follows:
  - (a) Entries will be reviewed by WECHU to ensure they comply the requirements of these Contest Rules. Entries that do not comply shall be disqualified.
  - (b) Youth judges selected by WECHU will then review the Videos from qualifying Entries and select the top 5 Videos from Entrants in grades 6-8 and the top 5 Videos from Entrants in Grades 9-12 and such selected Videos shall be posted on Woobox.
  
16. The Contest has prizes (each a “Prize”) as follows:
  - (a) The first 25 Entrants that submit Entries that meet the requirements outlined in these Contest Rules may win the following Prizes: Break the Vape branded beanie, lanyard, pen, lip balm, and magnet.
  - (b) Entrants whose Videos are posted on Woobox (see section 13 for details about posting) may win Prizes as follows:
    - (i) Entrant Prizes
      - The 5 Entrants from grades 6-8 whose Videos have the highest number of votes on Woobox may win the following Prize: Break the Vape branded 22 oz stainless steel tumbler, lanyard, pen, lip balm, and magnet.
      - The 5 Entrants from grades 9-12 whose Videos have the highest number of votes on Woobox may win the following Prize: Break the Vape branded 22 oz stainless steel tumbler, lanyard, pen, lip balm, and magnet.
      - The Entrant from grades 6-8 whose Video receives the highest number of votes on Woobox may win the following Prize: \$300 or gift card of the same value.
      - The Entrant from grades 9-12 whose Video receives the highest number of votes on Woobox may win the following Prize: \$300 or gift card of the same value.
      - The Entrant from grades 6-8 whose Video receives the second highest number of votes on Woobox may win the following Prize: \$200 or gift card of the same value.
      - The Entrant from grades 9-12 whose Video receives the second highest number of votes on Woobox may win the following Prize: \$200 or gift card of the same value.
      - The Entrant from grades 6-8 whose Video receives the third highest number of votes on Woobox may win the following Prize: \$100 or gift card of the same value.
      - The Entrant from grades 9-12 whose Video receives the third highest number of votes on Woobox may win the following Prize: \$100 or gift card of the same value.
    - If a Prize is won by an Entrant that consists of a team of more than one individual, the Prize will be shared equitably among the team.
  - (c) School Prizes
    - (i) The publicly funded elementary school and the publicly funded secondary school with the highest percentages of eligible student population participating in the Contest may each win the following Prize: \$300.

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- (j) The publicly funded elementary school attended by the Entrant that receives the most votes for a posted Video on Woobox and the publicly funded secondary school attended by the Entrant that receives the most votes for a posted Video on Woobox may each win the following Prize: \$300.
- (k) The publicly funded elementary school attended by the Entrant that receives the second most votes for a posted Video on Woobox and the publicly funded secondary school attended by the Entrant that receives the second most votes for a posted Video on Woobox may each win the following Prize: \$200.
- (l) The publicly funded elementary school attended by the Entrant that receives the third most votes for a posted Video on Woobox and the publicly funded secondary school attended by the Entrant that receives the third most votes for a posted Video on Woobox may each win the following Prize: \$100.

Note: Private schools are not eligible for school-based Prizes.

- 17. WECHU shall be entitled to make reasonable substitutions to any one or more parts of the Prizes.
- 18. The Prizes are not transferable.
- 19. Prizes cannot be redeemed for cash and any unclaimed Prizes shall be forfeited and have no cash value.
- 20. WECHU will attempt to notify winners through the contact information provided on the Woobox submission form, including notifying the school attended by such winners. Winners must respond as directed by the WECHU, within five school days of notification. Failure to do so may result in disqualification in which case WECHU may but shall not be obligated to select a new winner. The WECHU assumes no responsibility for any failure in communications from or to the selected winners. Entrants who are not winners will not be notified.

### IMPLICATIONS OF PARTICIPATING IN THE CONTEST

- 21. By submitting an Entry, Entrants agree to be bound by:
  - (a) These Contest Rules.
  - (b) The terms and conditions of Woobox, being the designated on-line platform.
  - (c) Contest related decisions of WECHU. Such decisions shall be final and binding in all respects.
  - (d) Contest related decisions of and the youth judges described in section 14 of these Contest Rules. Such decisions shall be final and binding in all respects.
- 22. Entrants acknowledge that WECHU is subject to the Ontario *Municipal Freedom of Information and Protection of Privacy Act* (“**MFIPPA**”). Personal information collected in connection with the Contest is collected under the authority of the Ontario *Municipal Act, 2001* and will be used and disclosed by WECHU to properly administer the Contest as contemplated by these Contest Rules. Questions should be directed to WECHU’s privacy officer at: Ph. 519-258-2146 Ex. 1303 or Email: [privacy@wechu.org](mailto:privacy@wechu.org).
- 23. Entrants are responsible for any and all costs to enter into and participate in the Contest.

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### LIMITATION OF LIABILITY AND RELEASE

24. WECHU is not responsible for any incorrect information whether caused by human error or not which may occur in the administration of the Contest. Further WECHU is not responsible for any injury or damage related to the Contest and Entrants assume liability for injuries caused or claimed to be caused by participating in the Contest or by claiming, acceptance, possession, use of or failure to receive a Prize or Prizes or any part thereof. WECHU assumes no responsibility or liability in the event the Contest cannot be conducted as planned for any reason.
25. Entrants release WECHU and its employees, directors, officers, suppliers, agents, administrators, licensees, representatives, advertising, media buying and promotional agencies from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity and/or the acceptance, use, or misuse of any Prize or any part thereof, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom.

### GENERAL

26. Defined terms are indicated with capitalization.
27. Unless the context requires otherwise, words importing the singular include the plural and vice versa.
28. Unless the context requires otherwise, words importing gender include all genders.
29. Whenever the words “include”, “includes” or “including” (or similar terms) are used they are deemed to be followed by the words “without limitation”.
30. Any reference to a time shall be the time at the WECHU’s main office location in, Windsor, Ontario, Canada as recorded by WECHU.
31. Any reference to any statute or any section thereof shall, include related regulations and unless otherwise expressly stated, be deemed to be a reference and unless otherwise expressly stated, be deemed to be a reference to such statute or section as amended, restated, or re-enacted from time to time or any successor legislation.
32. These Contest Rules constitute all the terms and condition pertaining to the subject matter herein and there are no other terms or conditions.
33. If a section of these Contest Rules is declared or ruled by a court of law as illegal, unenforceable, or void, that section will be deemed void, but all other sections not affected will be enforced as permitted by law.
34. A waiver of any default, breach, or non-compliance in connection with these Contest Rules is not effective unless in writing and signed by WECHU. No waiver shall be inferred from or implied by any failure by WECHU to act or delay in acting by WECHU in respect of any default, breach, or non-observance or by anything done or omitted to be done by an Entrant. The waiver by WECHU of any default, breach or non-

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compliance under these Contest Rules shall not operate as a waiver of WECHU's rights under these Contest Rules in respect of any continuing or subsequent default, breach, or non-observance (whether of the same or any other nature).

35. These Contest Rules shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.