

KEEP IT LOCAL CAMPAIGN

HOW IT WORKS

Purchase at a participating location between December 1, 2024, and March 31, 2025. Each receipt above \$10.00 will be eligible as one (1) entry for a chance to win one of ten \$500 gift cards* to any participating locations in one of the nine communities in Eeyou Istchee. Winners choose the business(es) (2 maximum), we buy the gift cards. Limit of five (5) entries per participant per day during the contest period. By accepting your winnings, you accept to have your name and photograph publicized on the contest website/app and Cree Nation Government – Department of Commerce and Industry Facebook page.

Draw categories:

- Retail – grocery, gas, convenience
- Other

Draw frequency:

- Draw 1, for entries received from December 1- 31, 2024
- Draw 2, for entries received from January 1- 31. 2025
- Draw 3, for entries received from February 1-28, 2025
- Draw 4, for entries received from March 1-31, 2025

Note, entries must be received by midnight on the last day of the month in which the purchase was made in order to be eligible for the draw.

Eligible businesses must be registered on the Cree Nation Business Registry & Opportunities platform or be a home-based Cree artisan. Eligible businesses must be located within the following communities:

1. Chisasibi
2. Eastmain
3. Mistissini
4. Nemaska
5. Ouje-Bougoumou
6. Waskaganish
7. Waswanipi
8. Wemindji
9. Whapmagoostui

Eenouch and Eeyouch can complete the contest entry form, including their full names, valid email address, and the date and location of the purchase. All entries will be entered into a draw, and winners will be randomly chosen. If they are selected, winners will be asked for a copy or photo of their receipt. Winners must answer a skill-testing question in order to receive the prize. No purchase is necessary, see full contest rules for details.

The Cree Nation Government – Department of Commerce and Industry may at its discretion ask for the receipt or proof of purchase. To ensure your eligibility, please responsibly keep your original receipts for the duration of the draw period.

OFFICIAL CONTEST RULES

1. **CONTEST SPONSOR:** The Buy Eeyou Istchee Contest (the “**Contest**”) is sponsored by the CREE NATION GOVERNMENT – DEPARTMENT OF COMMERCE AND INDUSTRY (the **Contest Sponsor**”).
2. **CONTEST PERIOD:** The Contest begins at 12:00 a.m. EDT on December 1, 2024, and ends on March 31, 2025, at 11:59 p.m. EDT.
3. **DRAW FREQUENCY:** The contest is divided into three (3) separate draw periods, unless otherwise stipulated:
 - a. December 1-31, 2024
 - b. January 1-31, 2025
 - c. February 1-28, 2025
 - d. March 1-31, 2025

At the end of each draw period, all eligible entries received during that specific period will be entered into a draw, and one winner will be chosen for each category. **Please note that the selection periods are subject to change at the discretion of the Contest Sponsor.**

4. **PARTICIPATING BUSINESSES** must be located within the following communities:
 1. Chisasibi
 2. Eastmain
 3. Mistissini
 4. Nemaska
 5. Ouje-Bougoumou
 6. Waskaganish
 7. Waswanipi
 8. Wemindji
 9. Whapmagoostui
5. **DRAW CATEGORIES:** For each selection period, one winner per category will be randomly chosen as per the following:
 - a. **Retail - gas, grocery and convenience purchases:** Each eligible purchase at a grocery stores, gas station, or convenience store will provide the participant with one entry into the “Retail – gas, grocery and convenience” draw. One winner will be chosen at random from this pool.
 - b. **All entries excluding gas, grocery and convenience:** Each eligible purchase from a merchant not included in subsection 5.a. will provide the participant with one entry into the “Other” draw. One winner will be chosen at random from this pool.

6. ELIGIBILITY:

- a. Participants must be 16 years old at the time of purchase.
- b. Participants under the age of 18 must have parental consent to participate.
- c. Employees, officers, director of the Contest Sponsor, Contest Sponsor's related service provider's employees are not eligible to enter or win.
- d. By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules (the "Contest Rules"). Entrants who do not comply with any of the Contest Rules are subject to disqualification by the Contest Sponsor, in the Contest Sponsor's sole discretion.
- e. Eligible businesses must be registered on the Cree Nation Business Registry & Opportunities platform or be a home-based Cree artisan. Receipts must display store name and date.
- f. Receipts including the purchase of alcohol shall not be eligible for entry into the contest.

7. HOW TO ENTER THE CONTEST:

- a. **ENTRY THROUGH THE CONTEST APPLICATION:** Make a purchase of at least \$10 (excluding alcohol) at a participating location between December 1, 2024, and March 31, 2025. Each receipt above \$10.00 will be eligible as one (1) entry for a chance to win one of ten \$500 gift cards* to any participating locations in one of the nine communities in Eeyou Istchee, on us. Visit www.CreeKeepitLocal.ca or download the Keep it Local app on your smartphone and complete the contest entry form with your full name, valid email address, date and location of the purchase. Participants must keep the original receipt.
- b. **ENTRY BY SHORT ESSAY:** Write an essay of 50 words on the benefits of shopping locally and mail it to: Cree Nation Government – Department of Commerce and Industry, 284 Queen Street – Suite 201, Mistissini, QC GOW 1C0. Each essay received will entitle the author to one entry into the draw off their choosing. Applicants must include their full names, valid email addresses, telephone numbers, and the draw category they wish to enter.
- c. All entries will be entered into a draw and winners will be chosen at random. Winners may be asked for a copy of their original receipt if they are selected. Limit of five (5) entries per participant, per day during the contest period. A day is defined as 12:00 a.m. EST to

11:59 p.m. EST. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise, illicit means to enter the Contest, shall be deemed as tampering and may disqualify you from entering, participating and/or winning a prize. Entries that contain false or incomplete information, or are deemed inappropriate due to profanity, vulgarity, or defamation are void. Entries that are late, lost, stolen, illegible, contain false information, are damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular are void. Participants assume any and all liability for any injury or damage caused, or claimed to be caused, by entering, participating in this contest or use or redemption of a prize.

- d. Potential winners must successfully answer a skill-testing question in order to be eligible to receive the prize.
 - e. No purchase is necessary to participate in the contest.
8. **WINNER SELECTION AND CONFIRMATION:** The winner will be chosen by draw within fifteen (15) days following the end of each draw period and be notified. The Cree Nation Government – Department of Commerce and Industry will announce the winners on its Facebook page and on the contest website. Participants may not win more than one draw in each draw period. If the same participant is selected in both draw categories, a subsequent draw will occur to select a winner for the “Other” category.
- a. The Cree Nation Government – Department of Commerce and Industry will contact the winner.
 - b. The winner will be emailed the skill-testing question and must answer correctly.
 - c. If the winner is under 18 years of age, they will be asked to have their parent or guardian complete the Parental Consent Form.
 - d. The winner will choose one of the following:
 - i. One \$500 gift card to the participating business of your choice.
 - ii. Two gift cards totalling \$500 at the participating businesses of your choice.
9. **PUBLICITY AND MEDIA PARTICIPATION:** By accepting a prize, winners agree to participate in any media or promotional activity resulting from the Contest as reasonably requested by the Contest Sponsor at no additional compensation. This includes, but is not limited to, the use of their name, photograph, likeness, biographical information, voice, opinions, and city of residence in any and all media, now known or hereafter devised, including the Internet,

without additional compensation or notification. Winners may be required to sign a publicity release, allowing the Contest Sponsor to use their information and any photos or videos taken during the Contest or prize fulfillment for promotional purposes.

10. PRIZE FORMAT: The Cree Nation Government – Department of Commerce and Industry will provide to the 8 winners gift cards to their eligible business(es) of choice.
11. RELEASE: Entrants grant the Cree Nation Government – Department of Commerce and Industry a non-exclusive license to use all entries and details for any purpose. By entering this Contest, each entrant explicitly agrees to release, discharge and hold harmless the Contest Sponsor, its departments and agencies, parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, counsel, marketing partners, and each of their respective directors, officers, employees, shareholders, successors, sponsors, partners, licensees, subsidiaries, agents, artists, advisors, assignees, and all others associated with the administration, development and execution of the Contest (the “Releasees”) from and against any and all manner of action, cause of action, claim or demand, loss or injury, use or misuse of the Prize or any travel related thereto, and the use of entries by the Contest Sponsor, suit, debt, covenant, contract, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach, failure of any third-party contractor or supplier used in connection with any aspect of the Contest to perform or deliver any goods or services, any act of God or any other event beyond the Releasees control, any dissatisfaction of any kind by the Prize Winner with any aspect of the Contest or any prize, liability for physical injury, death, or property damage which the entrants, guests, their heirs, successors or assigns have, might have or could have suffered, by reason of or arising out of the entrant’s participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of prizes as awarded; and indemnify the Releasees against any loss, damage or expense, including legal fees, that any of the Releasees may suffer or incur as a result of any non-compliance by entrants with any of the Contest Rules or participation in the Contest and/or in connection with the acceptance, exercise, use and/or misuse by an entrant of a prize, and the use of entries by the Contest Sponsor.
12. By participating in the Contest, all entrants agree to be bound by these Official Rules and Regulations. Contest administration and winner verification will be supervised by the Contest Sponsor, whose decisions are final. Entrants waive the right to contest any decision

by the Contest Sponsor concerning any aspect of the Contest, the interpretation of the Official Rules and Regulations or the determination of qualification of entries.

13. The Contest Sponsor is not responsible for: (i) incorrect or inaccurate entry information that may affect a person's ability or eligibility to participate in the Contest or be awarded the Prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, omission, or any combination thereof, and entries that fail to fully comply with these Contest Rules; (ii) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) lost, incomplete, delayed, mutilated or misdirected entries or Releases; (iv) injury or damage to entrants' computers or to any other individual's computer related to or resulting from participating in, or downloading any material regarding the Contest or accepting the Prize; (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of the Prize, including any related travel and the use of entries by the Contest Sponsor; (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third-party computer hackers or otherwise; or (vii) late, lost, misdirected or unsuccessful efforts to notify a potential winner.
14. OTHER CONDITIONS: The Cree Nation Government – Department of Commerce and Industry reserves the right to terminate or amend this Contest at any time and in any way, without prior notice. Cree Nation Government – Department of Commerce and Industry may at its discretion ask for the original receipt or proof of purchase. Please keep your original receipts for the duration of the draw period.
15. Odds of winning are dependent on the number of eligible entries received.
16. PRIVACY: By entering this Contest, each entrant consents to the collection, use and distribution of their personal information submitted (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsor for the purposes of implementing, administering and fulfilling this Contest. The Contest Sponsor will not sell or transmit this information to third parties except for the purposes of administering this Contest. By entering the Contest, entrants' consent to the manner of collection, use and disclosure of personal information as set out in the Contest Sponsor's Privacy Policy, which is available at www.CreeKeepitLocal.ca. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to

Cree Nation Government – Department of Commerce and Industry, 284 Queen Street – Suite 201, Mississauga, ON L4Y 1G8.

17. **INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsors and/or their affiliates. 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.
18. **LANGUAGE DISCREPANCY.** In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.
19. **Disclaimer for iOS (Apple) Users**

Please note that Apple is not involved in any way with the contest. The contest is solely administered and managed by the Cree Nation Government – Department of Commerce and Industry.
20. **Disclaimer for Android (Google) Users**

Please note that Google is not involved in any way with the contest. The contest is solely administered and managed by the Cree Nation Government – Department of Commerce and Industry.