

TELUS Wise footprint comic contest

Contest overview | April 2022

Eligibility:

The TELUS Wise footprint comic contest is open to Canadian students in grades 2-6 who are enrolled in a registered Canadian school. Contest submissions are accepted from 10:00 am ET on April 4, 2022 through 5:00 pm ET on May 6, 2022.

How to enter:

1. Visit telus.com/FootprintContest
2. Go to Comic Contest and choose a digital literacy theme
3. Create your characters
4. Write your comic and title your comic
5. Read and agree to the Contest Rules
6. Submit your comic script

Judging:

There will be two (2) phases of judging. In Phase I, the top three (3) entries will be chosen by a panel of TELUS representatives. In Phase II, the top three (3) entrants will have their comic strip illustrated by a professional design team, posted to telus.com/FootprintContest and voted on by the general public.

Phase I

On May 6, 2022 at approximately 5:00 pm ET TELUS will select the top three (3) entries based on the following judging criteria:

- Innovation 50%: Does the comic strip share a valuable lesson in relation to the theme chosen by the entrant; and
- Creativity 50%: How creative is the entrant in teaching an important lesson based on the theme chosen.

The authors of the top three (3) comics will be contacted, and will work with our creative team to finalize the design of their comic strip. The final product will look like comic strips currently posted on telus.com/FootprintContest.

Phase II

The top three (3) entries will be announced on May 20, 2022 and posted on telus.com/FootprintContest where the general public will vote to select the winners for 1st, 2nd and 3rd place prizes. Voting period begins May 20, 2022 and runs until June 1, 2022 at 6:00 pm EST. The 1st place comic will be selected based on the highest number of votes.

Prizes:

There will be three (3) prizes awarded. The entrant that receives the highest number of votes during the voting period will be awarded the 1st place prize. The entrant that receives the second highest number of votes will be awarded the 2nd place prize and the entrant that receives the least number of votes will be awarded the 3rd place prize.

Prizes are awarded as follows:

- 1st place: \$3,000 for the winner's school; and \$500 for themselves.
- 2nd place: \$2,000 for winner's school; and \$500 for themselves.
- 3rd place: \$1,000 for winner's school; and \$500 for themselves.

The top three (3) winning comics will be posted on the TELUS Wise footprint comic gallery. Please read the complete Contest Rules at the end of this document before entering. If you have any questions please contact wise@telus.com

TELUS Wise footprint comic contest Full contest rules | April 2022

i. How to enter:

1. Visit telus.com/FootprintContest
2. Go to Comic Contest and choose a digital literacy scenario
3. Create your characters
4. Write your script and title your comic
5. Read and agree to the Contest Rules
6. Submit your comic script

Note: When you click on 'Submit your comic strip' you will receive confirmation that your comic has been submitted.

Entrants must have parental consent. No purchase necessary. Only one entry per person. TELUS does not accept entries for the contest by any other means. The contest is intended for Canadian students in grades 2-6 who are enrolled in a registered Canadian school. Contest submissions are accepted from 10:00 am ET on April 4, 2022 through 5:00 pm ET on May 6, 2022.

TELUS will select the top three entries (based on judging criteria – see Section 3 below) to be created into full colour comic strips and posted on telus.com/FootprintContest on May 20, 2022 for voting. Voting ends on June 1, 2022 at 5:00 pm ET.

ii. Contest entries

Entrants can submit only one entry during the contest period. The parent or legal guardian will be contacted if their child is selected as one of the top three (3) entries.

Entries will be considered void if:

- the entrant is not a Canadian student in grades 2-6, currently enrolled in a registered Canadian school;
- the comic contains subject matter that, in the opinion of the contest administrators, may violate community standards or is otherwise of questionable taste.

Entrants agree they will not be paid for the Entry or receive any form of compensation from TELUS for the Entry. You acknowledge and agree that you will not post your Entry on any public forum (including, but not limited to, the Internet) or elsewhere or show or otherwise distribute your Entry to any audience or to any party other than TELUS for the purposes of this contest.

By submitting an Entry, you irrevocably grant TELUS and its affiliates, legal representatives, assigns, agents and licensees the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used) your Entry, as well as to use your name, likeness, photograph ("Likeness") and/or statements regarding your participation in this contest (with or without using your name) in any and all media without limitation as to time or territory and without additional compensation or approval from you or any other party. You hereby waive all intellectual property rights, privacy/publicity rights and other legal and moral rights that might preclude TELUS or its affiliate's use of your Entry, and you agree not to sue or assert any claim against TELUS for the use of your Entry or your Likeness or statements.

You agree to indemnify and hold TELUS, its affiliates and agencies and their respective affiliates, officers, directors, agents and any of their employees (collectively, the "Indemnitees") harmless from any and all claims, damages, expenses, costs (including reasonable lawyers' fees) and liabilities (including settlements) brought or asserted by any third party against any of the Indemnitees due to or arising out of your Entry or your conduct in

creating an Entry or otherwise in connection with this contest, including, but not limited to, claims for trademark and copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation. You further agree to release TELUS and its affiliates from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of TELUS infringes your rights with regard to any elements, characters or ideas contained in your Entry.

iii. Selection Process

There will be two (2) phases of judging. In Phase I, the top three (3) entries will be selected (from all entries received) by a panel of TELUS representatives based on judging criteria. In Phase II, the top three (3) entries will be voted on by the general public. The 1st place comic will be selected based on the highest number of votes.

On May 6, 2022 at approximately 5:00 pm ET, TELUS will select the top three (3) entries based on the following judging criteria:

- Innovation 50%: Does the comic strip share a valuable lesson in relation to the theme chosen by the entrant; and
- Creativity 50%: How creative is the entrant in teaching an important lesson based on the theme chosen.

In the event of a tie, the winner will be selected based on the highest score in the Innovation category.

Phase II

The top three (3) entries will be announced on May 20, 2022 and posted on telus.com/FootprintContest where the general public will vote to select the winners for 1st, 2nd and 3rd place prizes. Voting period begins May 20, 2022 and runs until June 1, 2022 at 5:00 pm ET. The 1st place comic will be selected based on the highest number of votes.

iv. Prizes

There will be three (3) prizes awarded. The entrant that receives the highest number of votes during the voting period will be awarded the 1st place prize. The entrant that receives the second highest number of votes will be awarded the 2nd place prize and the entrant that receives the least number of votes will be awarded the 3rd place prize.

Prizes are awarded as follows:

- 1st place: \$3,000 for the winner's school; and \$500 for themselves.
- 2nd place: \$2,000 for the winner's school; and \$500 for themselves.
- 3rd place: \$1,000 for the winner's school; and \$500 for themselves.

The top three (3) winning comic strips will be posted on the telus.com/FootprintContest comic gallery. Parental consent will be required to include the creator's first name and last initial on the post.

Prize(s) must be accepted as awarded and are not transferable. No telephone contact or correspondence will be entered into except with the selected top three (3) entrants. TELUS reserves the right to substitute a prize which is, in their sole opinion, a prize of equivalent value and/or to terminate or withdraw this contest at any time.

v. The winners

The selected winners will be notified by email within four business days of voting. The parent or legal guardian will be required to accept the prize on behalf of the entrant and will be required to sign a standard release form confirming compliance with the Contest Rules and releasing TELUS and its directors, officers, partnership interest holders, representatives, advertising and promotional agencies from any and all liability arising out of, pursuant to, or as a result of the carrying out of the contest including liability arising from the acceptance of and

usage of the prizes as awarded. Failure to comply with the Contest Rules or to sign and return the Release form within 5 days of receipt will result in disqualification.

vi. Privacy

By entering the contest, entrants consent to the use of their names, city of residence, photograph, voice and/or image for publicity purposes in all media used by TELUS, without payment or compensation. Entrants agree to TELUS' use of the entrants' personal information that may include contacting you regarding limited time offers, promotional offers and/or surveys. Full details are as described in TELUS' privacy policy located at telus.com/privacy.

vii. Québec 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.