

NO PURCHASE IS NECESSARY TO ENTER OR WIN THE MOTHER'S DAY SWEEPSTAKES. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: This Campaign is open only to those who are 18+ years of age and residing in Canada 2. Agreement to Rules: By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Blackstone Mountain Resort as final and binding as it relates to the content of this Campaign.

3. Campaign Period: Entries will be accepted online starting on Thursday April 19th 2018 MST. and ending May 6th 2018 MST. All online entries must be received by May 6th 2018 11:59 PM MST. 4. How to Enter: The Campaign must be entered by tagging a person (women of inspiration) and liking the Blackstone Lodge Instagram profile on the Facebook Mother's Day Ad. The entry must fulfill all Campaign requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Blackstone Mountain Lodge. Optional verbiage to include: You must like the Blackstone Mountain Lodge Facebook page and/or follow the Blackstone Mountain Lodge Instagram account. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of the Blackstone Mountain Lodge.

5. Prizes: The Winner(s) of the Campaign (the "Winner") will receive the Mother's Day VIP experience at Blackstone Mountain Resort (1 night stay at the Blackstone Resort in Canmore, AB between dates of May 10th 2018 – May 16th 2018, valued at \$300).

Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by Blackstone Mountain Lodge. No cash or other prize substitution shall be permitted except at Blackstone Mountain Lodge discretion.

The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, provincial, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize

or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Blackstone Mountain Lodge to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

6. Odds: The odds of winning depend on the number of eligible entries received. 7. Winner Selection and Notification: Winner will be selected using random generator software under the supervision of the Blackstone Mountain Resort Guest Services Manager. Winner will be notified by Facebook messenger or Instagram direct message on Monday May 7th, following selection of Winner. Blackstone Mountain Resort shall have no liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 24 hours from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate Winner selected. Receipt by Winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, provincial, and local laws and regulations.

ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (at The Blackstone Mountain Lodge sole discretion) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by You: By entering this content, You understand and agree that Blackstone Mountain Lodge, anyone acting on behalf of Blackstone Mountain Lodge, and Blackstone Mountain Lodge licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, likeness, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes. Without any

further compensation, notice, review, or consent.

9. Terms & Conditions: Blackstone Mountain Resort reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Campaign should virus, bug, non-authorized human intervention, fraud, or other cause beyond Blackstone Mountain Lodge control corrupt or affect the administration, security, fairness, or proper conduct of the Campaign. In such case, Blackstone Mountain Lodge may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Blackstone Mountain reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions. Blackstone Mountain Lodge has the right, in its sole discretion, to maintain the integrity of the Campaign, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Campaign rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Campaign may be a violation of criminal and civil laws. Should such attempt be made, Blackstone Mountain Lodge reserves the right to seek damages to the fullest extent permitted by law.

10. Limitation of Liability: By entering, You agree to release and hold harmless Blackstone Mountain Lodge and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Campaign and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v)

electronic or human error in the administration of the Promotion or the processing of entries.

11. Disputes: THIS Campaign IS GOVERNED BY THE LAWS OF [ALBERTA Provincial Government] WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Campaign, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Alberta having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Campaign). Participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on the Blackstone Mountain Lodge website.

13. Sponsor: The Sponsor of the Campaign is Blackstone Mountain Lodge

14. This contest is in no way sponsored by or affiliated with Facebook or Instagram.