

**The 2025 ParticipACTION “Community Challenge presented by Novo Nordisk” (the “Challenge”)
Organization Prizing Rules (the “Rules”)**

THE COMMUNITY CHALLENGE IS OPEN IN CANADA ONLY (AND IS OPEN ONLY TO ELIGIBLE INDIVIDUALS AND/OR ORGANIZATION AND GROUPS, AS SPECIFIED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE COMMUNITY CHALLENGE IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

1. WHAT IS THE PARTICIPACTION COMMUNITY CHALLENGE?

The goal of the Challenge is to get people living in Canada moving during the month of June and to declare the most active communities in Canada. Organizations are encouraged to register and track the number of participants that take part in events and programs that are delivered by the organizations during the Challenge timeframe. The more organizations that register and the more participants and activities that organizations track during the Challenge period, the greater chance their community has to win a prize in the Challenge. For full Contest Rules regarding how communities can win a prize, please refer to the Challenge Contest Rules on the [Community Challenge webpage](#). Additional information and a comprehensive list of FAQ’s and answers regarding this Challenge can also be found on the [Community Challenge webpage](#).

2. ORGANIZATION PRIZING:

Throughout the challenge, organizations are eligible to win prizes by completing specific activities within the pre-established timelines as noted in Section #3. There are thirty (30) organization prizes available to be won in the Challenge, as follow, each to be awarded to the winning participating organization in the form of a cheque.

Week #	Number of Prizes	Prize Value	How to qualify for prize draw or selection.
Week 1	3	\$500.00	Register your organization for the Community Challenge on ParticipACTION’s website by April 20 th to be eligible to win one of three \$500 prizes.
Week 2	3	\$500.00	Register your organization for the Community Challenge on ParticipACTION’s website by April 27 th to be eligible to win one of three \$500 prizes.
Week 3	3	\$500.00	Register your organization for the Community Challenge on ParticipACTION’s website by May 4 th to be eligible to win one of three \$500 prizes.
Week 4	3	\$500.00	Register your organization for the Community Challenge on ParticipACTION’s website by May 11 th to be eligible to win one of three \$500 prizes.
Week 5	3	\$500.00	Register your organization for the Community Challenge on ParticipACTION’s website by May 18 th to be eligible to win one of three \$500 prizes.
Week 6	3	\$500.00	Register your organization for the Community Challenge on ParticipACTION’s website by May 25 th to be eligible to win one of three \$500 prizes.
Week 7	3	\$500.00	Add your activities and track the number of participants on the Community Challenge web portal from June 1 – June 8 ^h to be eligible to win one of three \$500 prizes.

Week 8	3	\$500.00	Add your activities and track the number of participants on the Community Challenge web portal from June 9 – June 15 to be eligible to win one of three \$500 prizes.
Week 9	3	\$500.00	Add your activities and track the number of participants on the Community Challenge web portal from June 16 – June 22 to be eligible to win one of three \$500 prizes.
Week 10	3	\$500.00	Add your activities and track the number of participants on the Community Challenge web portal from June 23 – June 30 to be eligible to win one of three \$500 prizes.

All prize awards are subject to verification of eligibility and compliance with the terms of these Rules. In the event of any violation of such terms, ParticipACTION (the “**Sponsor**”) may, in its sole and absolute discretion, disqualify any organizations from receiving a prize in this Challenge.

Prizes must be accepted as awarded and are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to modify and/or substitute a prize, or component of a prize, for one of comparable or greater value. All prize details are at Sponsor’s sole discretion. Currency is in Canadian dollars unless otherwise stipulated. Additional terms, conditions and restrictions may apply to a prize or component of a prize. The Sponsor will have no liability to a participating organization who is unable to participate in a prize for any reason whatsoever. There is no obligation on the part of Sponsor to record or broadcast the appearance or participation of any participating organization in connection with the Challenge.

3. PRIZING DRAWS AND ELIGIBILITY PERIODS:

To qualify for a prize, organizations must complete the required activity between the timelines noted below. Attempts to complete activities before or after the eligibility period will not be accepted.

Week #	Eligibility Start Date	End Date (all at 11:59 PM PT)	Draw Date (winners notified via email)	Winner Announcement Date (via ParticipACTION’s social media channels and Community Challenge webpage)
Week 1	April 17, 2025	April 20, 2025	April 21, 2025	April 23, 2025
Week 2	April 21, 2025	April 27, 2025	April 28, 2025	April 30, 2025
Week 3	April 28, 2025	May 4, 2025	May 5, 2025	May 7, 2025
Week 4	May 5, 2025	May 11, 2025	May 12, 2025	May 14, 2025
Week 5	May 12, 2025	May 18, 2025	May 19, 2025	May 21, 2025
Week 6	May 19, 2025	May 25, 2025	May 26, 2025	May 28, 2025
Week 7	June 1, 2025	June 8, 2025	June 9, 2025	June 11, 2025
Week 8	June 9, 2025	June 15, 2025	June 16, 2025	June 18, 2025
Week 9	June 16, 2025	June 22, 2025	June 23, 2025	June 25, 2025
Week 10	June 23, 2025	June 30, 2025	June 30, 2025	July 2, 2025

4. ELIGIBLE ORGANIZATIONS:

Only organizations that reside in Canada are eligible for the organization prize. To participate and to be eligible for prize, organizations must first register for the Challenge on the [ParticipACTION website](#).

5. NOTIFICATION AND REQUIREMENTS:

On each Monday following each Weekly Period (Eligibility Start Date to End Date), the selection process of winners will be conducted from among all eligible organizations who meet the criteria during the eligibility period for the purpose of selecting potential winners of an organization prize as noted in section #3.

If, for any reason whatsoever, by the time of a Prize Draw, no eligible organizations have been received or there are an insufficient number of eligible organizations to award all of the Prizes allocated to that Prize Draw, any unawarded Prizes may be awarded during the next applicable Prize Draw. This process will be repeated until all Prizes for the Rewards Program are awarded.

Selected organizations will be notified via email based on the information provided in the registration. In order to be declared a winner, selected organizations must: (i) correctly answer a mathematical skill-testing question; (ii) if requested, sign and return to Sponsor, a written declaration and release form, which, among other things, confirms compliance with these Rules, acknowledges acceptance of the prize as awarded, releasing the Rewards Program Entities from any liability in connection with this Rewards Program or the use, misuse, awarding or possession of any prize, and includes a release for publicity purposes (the “**Release**”); and, (iii) otherwise comply with these Rules.

Return of any prize or winner notification as undeliverable, inability to reach selected entrant, failure to provide proof of eligibility (if requested), Release, or other required documentation in a timely manner, failure to correctly answer the skill-testing question, or other non-compliance with these Rules may result in disqualification, forfeiture of the prize and, at Sponsor’s sole discretion, selection of an alternate eligible entrant for the forfeited prize in accordance with these Rules, who will be subject to disqualification in the same manner.

6. CHALLENGE AND PRIZE RELEASE:

By participating in the Challenge and accepting a prize (if applicable) winning organization representatives agree to release and hold the Sponsor harmless against any and all claims, injuries, damages, loss and/or liability to person or property, due in whole or in part, whether directly or indirectly, by (a) arising out of participation in the Challenge, including any Challenge-related activity, (b) acceptance, use, misuse, possession or redemption of a prize (if applicable), and (c) claims based on personality, privacy rights or defamation and infringement of intellectual property rights.

If a selected organization wins a prize and accepts the prize, such acceptance shall mean full satisfaction of the entitlement as a Participating organization and winner in the Challenge and the selected organization fully discharges and forever releases the Sponsor, of and from any and all claims, demands, losses, damages, actions or causes of action whatsoever, whether known or unknown, whether at law or in equity which they or their heirs, executors, administrators, successors or assigns may now or hereafter have against any of the Sponsor in connection with the prize.

All Participating organizations also acknowledge, without limiting the generality of the foregoing, that the Sponsor will not be responsible for any injury, accident, death or dismemberment, or any other loss, damage or expense in connection with the organization's individuals participating in the Challenge and/or the prize. The Participating organization also acknowledges that none of the Sponsor has offered any warranty or guarantee respecting the prizes. Further, the authorized organization representative assumes all responsibility and liability for any loss, injury or damage to any persons or property, which results from the organization representatives' actions or omissions, whether negligent or otherwise, in connection with the prizes.

7. LIMITATION OF LIABILITY:

The Sponsor is not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Finalist Submissions, email or mail; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), Website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Challenge, including, without limitation, errors or difficulties which may occur in connection with the administration of the organization prize promotions, the processing or judging of organization submissions, the announcement of the prize Winners or in any Challenge-related materials.

The Sponsor is also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Challenge. The Sponsor is not responsible for injury or damage to any person's computer related to or resulting from participating in this Challenge or downloading materials from or use of any website.

8. RIGHT TO MODIFY, TERMINATE, SUSPEND:

Persons (including, but not limited to, any Challenge individual/Organization Representative) who tamper with or abuse any aspect of the Challenge or Website, who act in an unsportsmanlike or disruptive manner, who act contrary to law or the spirit of the Challenge or in a manner that might reflect unfavorably upon the reputation of the Sponsor or who are in violation of these Rules, as solely determined by the Sponsor, will be disqualified and all associated Finalist Submissions will be void. If an organization representative and/or any authorized representative(s) of an organization, act contrary to law or the spirit of the Challenge, in a manner that might reflect unfavorably upon the reputation of the Sponsor, or are in violation of these Rules, as solely determined by the Sponsors, such organization may be disqualified from the Challenge. If, in the Sponsor's opinion, there is any suspected evidence of tampering with any portion of the Challenge, or if technical difficulties compromise the integrity of the Challenge, the Sponsor, reserves the right to modify, suspend or terminate the Challenge in a manner deemed appropriate by the Sponsor, at the Sponsor's sole discretion.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING LEGAL FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

The Sponsor shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation unforeseeable or beyond their control, including but not limited to force majeure, an epidemic or pandemic, a strike, lockout, or any other labour dispute at their location or the locations of the businesses whose services are used. Refusal by potentially winning organization(s) to accept a prize releases the Sponsor

from all responsibility and obligations toward that potentially winning organization of such prize. In no event shall Sponsor be held to award more prizes than what is mentioned in these Rules or to award prizes otherwise than in compliance with these Rules.

All information requested by and supplied by each Participating organization must be truthful, accurate, and in no way misleading. Sponsor reserves the right to disqualify any organization from the Challenge in its sole and absolute discretion, should the Participating organization at any stage supply untruthful, inaccurate, or misleading details and/or information or should the Participating organization be ineligible for the Challenge pursuant to these Rules.

9. LAWS/JURISDICTION:

All applicable federal, provincial, municipal, territorial and local laws and regulations apply.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE FOLLOWING MAY NOT APPLY TO YOU. By participating in this Challenge, Participants (and their parents/legal guardians) waive all rights to claim punitive, incidental and consequential damages, legal fees or any damages other than actual out-of-pocket costs incurred to enter.

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Rules, or the rights and obligations of the Participating organization and Sponsor in connection with the Challenge, shall be governed by, and construed in accordance with, the laws of the Province of Ontario, as applicable, without giving effect to any choice of law or conflict of law rules.

10. LANGUAGE DISCREPANCY:

In the event of any discrepancy or inconsistency between the English language version and the French language version of these Rules, as applicable, the English version shall prevail, govern and control.

11. PRIVACY:

The Sponsor respects the right to privacy. Personal information collected from individuals (including but not limited to names, age, mailing addresses, telephone numbers, and email will only be used for the purpose of administering this Challenge and conducting publicity about this Challenge. By entering this Challenge, you consent to Sponsors' collection, use, and disclosure of your personal information for these purposes. For a copy of the ParticipACTION Privacy Policy, please visit <https://www.participaction.com/en-ca/info/privacy-policy>.

12. YOUTUBE / TWITTER / FACEBOOK / INSTAGRAM / APPLE / GOOGLE:

The Challenge is in no way sponsored, endorsed or administered by YouTube, LLC, Twitter, Inc., Meta Platforms, Inc., Instagram LLC, Apple Inc. or Google Inc. The owners and operators of YouTube, Twitter, Meta, Instagram, Apple and Google are completely released from all liability by each Participating community in this Challenge. Any questions, comments or complaints regarding the Challenge must be directed to the Sponsor and not to YouTube, Twitter, Meta, Instagram, Apple or Google. Inquiries can be directed to projects@participaction.com

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