

Contest Rules & Regulations

1. How to Participate:

Eligibility:

This contest is open to anyone. If you require a passport and they are not available at your local Tourist Information Centre, please call 1.888.870.6315 and ask for the Alberta Icon Passport Coordinator or download a copy from www.albertaicons.com. There is no purchase necessary to participate in this contest. Eligible passports submitted for contest entry must have at least one stamp from one of the communities featured in the passport. In the event the stamp locations described in the passport are not open to obtain a stamp, a time-stamped photograph of the passport holder standing in front of the icon can be submitted as proof of the passport holder's attendance at an icon location.

Contest period:

The contest starts May 1, 2011 and the closing date is November 15, 2011. All passports submitted for the contest must be received prior to or postmarked no later than the contest closing date.

Contest entry: Passport holders must mail passports to:

Alberta Icon Passport Contest
c/o Woodlands County
PO Box 60, #1 Woodlands Lane
Whitecourt, Alberta T7S 1N3

Please ensure page 3 of your passport has been filled out with your contact information. Passports not containing the information required will be considered ineligible.

Contest entry restriction:

Only one member per household is eligible to win a prize.

2. Prizes:

Awarding of prizes: Prizes will be awarded December 2, 2011. Winners will be contacted by phone or email and award winners will be announced on the Icon Passport website www.albertaicons.com. Winners must agree to have their name and photograph posted online and used in future promotional material.

List of Prizes: Please see page 2 and 3 of your passport for details of the contest prizes.

Platinum Award: Full passport stamped (38 icons)

- First place:
\$1,000 CAA Dollars® plus CAA Plus® Membership
- Second place:
\$500 CAA Dollars® plus CAA Plus® Membership
- Third place:
\$300 CAA Dollars® plus CAA Plus® Membership

Gold Award: 29-37 icons visited

- First place:
\$300 CAA Dollars® plus CAA Plus® Membership
- Second place:
CAA Plus® Membership and Roadside Assistance Kit

Silver Award: 18-28 icons visited

- First place:
CAA Plus® Membership and Roadside Assistance Kit
- Second place:
Roadside Assistance Kit

Bronze Award: 10-17 icons visited

- First place: CAA Plus® Membership
- Second place: Roadside Assistance Kit

®CAA logo is owned by and use is granted by Canadian Automobile Association.

®Show Your Card & Save is owned by and use is granted by the American Automobile Association. ®CAA Dollars is owned by and use is granted by Canadian Automobile Association.

One (1) one-year CAA Plus® Primary Membership

The membership may be redeemed by the Prize winner or a person of the Prize Winner's choosing. For more details about AMA Membership, visit ama.ab.ca/Membership. If the Prize winner already has an AMA or CAA membership, then the Prize winner may choose instead to have the equivalent value of the membership credited to their primary membership account in CAA Dollars®.

Prize Draw: Passport holders will have their name entered into the draw for the awards that corresponds with the number of icons visited. Draws will be held starting with the top prize and continuing to the last. The names that are not drawn for the Platinum prizes will be then entered into the next draw and so forth. For example: if the passport holder visits all 36 icons, their name will be put in the draw for the Platinum Award. Three names for that prize will be drawn. The remaining names that were not pulled will be added to the prize draw for the Gold Award. Two names will be pulled from that draw. All the names drawn will be then put into the Silver Award draw, and so forth. A passport holder can only win once.