

SAMU TikTok Contest – 2025
OFFICIAL CONTEST RULES
Sep 2, 2025

This contest is open to Canadian Residents, excluding Quebec, who are currently enrolled in MacEwan University and is governed by Canadian law.

1. CONTEST PERIOD:

Contest begins on September 2, 2025 at 9:00 a.m. MDT and ends on October 13, 2025 at 11:59 a.m. MDT (the “Contest Period”).

2. ELIGIBILITY:

This contest is open to Canadian residents who are the age of majority in their province of residence, excluding Quebec residents (“Entrants”). Entrants must be a current MacEwan student. The contest is sponsored by Students’ Association of MacEwan University (SAMU) (the “Sponsor”). Employees of SAMU and MacEwan University, including faculty members, are not eligible to enter this contest.

3. HOW TO ENTER:

No purchase necessary. Only one entry per student. To enter, Entrants must follow SAMU on TikTok (handle @SA_MacEwan) and view the contest rules located at samu.ca/tiktok (the “Website”). By following SAMU on TikTok, entrants are also agreeing that they have read the contest rules (“Entry”, collectively “Entries”). To be eligible, your Entry must be received within the Contest Period.

4. HOW TO WIN

The winner will be selected by random draw on October 13, 2025 (“Draw Date”), from among all eligible Entries received during the Contest Period. Only one winner will be selected for this Contest.

Before being declared a winner, the selected entrant will be required to correctly answer a mathematical skill-testing question without mechanical or other aid and sign a prize acceptance form.

The odds of winning depend on the number of eligible Entries received during the Contest Periods.

The Sponsor will make three (3) attempts to contact the selected entrant(s) by TikTok direct message, telephone or email (using the information provided at the time of entry) within five (5) business days of the Draw Date. If a selected entrant cannot be contacted or has not responded within (10) days of the Draw Date or there is a return of any notification as undeliverable; then that selected entrant will be disqualified and the Sponsor reserves the right, in its sole discretion and subject to time constraints, to randomly select an alternate eligible entrant from among the remaining eligible Entries.

All Entries are subject to verification. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification.

5. PRIZES

The total value of the prize is \$700 CAD. The prize will be provided in-person at SAMU offices (SA-301). The prize must be accepted as awarded. The Sponsor reserves the right to substitute the prize with other prizes of equal or greater

value if any prize cannot be awarded as described for any reason. The prize is non-transferable and is not redeemable for cash or credit, in whole or in part.

The Sponsor may require winners to sign a liability/publicity release, including a consent to the Sponsor posting the winner's name and photograph on its website or through its social media channels. If a winner fails to return the contest documents within the time specified by the Sponsor, s/he will forfeit their prize, at the discretion of the Sponsor, and an alternate winner will be selected.

Prize Breakdown:

Nintendo Switch 2: \$700 CAD

6. GENERAL CONDITIONS

- By participating in this contest, each Entrant and winner agrees to: (a) be bound by these Official Contest Rules and the decisions of the Sponsor and (b) release and hold harmless the Sponsor, and its executives, officers, employees and agents from and against any and all liabilities, losses, claims, demands, costs and expenses (including lawyer's fees and litigation expenses on a solicitor and own client basis) whatsoever to which any of them may become subject arising from any actions or omissions by the entrant.
- By participating in this contest, each Entrant and winner agrees that the Sponsor may post the winner's name and photograph on its website, social media channels or through other communication methods.
- The decisions of the Sponsor in relation to this contest will be final and binding on all entrants.
- The Sponsor reserves the right to cancel, terminate, or suspend this contest, at its discretion, at any time without prior notice.
- Each Prize claim is subject to verification by the Sponsor and/or its designated representatives. Entries made with multiple addresses, under multiple identities, or through the use of any device or other method to enter multiple times or entries that are in excess of the permitted number of entries are automatically void. All contest Entries obtained through unauthorized sources or which are incomplete or in any way not in compliance with these Official Contest Rules are automatically void. The Sponsor is not responsible for lost or late Entries. The Sponsor is not responsible for any miscommunications, failed communications systems, software malfunctions, or for any human errors in connection with this contest. The Sponsor may suspend or terminate this contest if the Sponsor is of the view this contest's administration or fair play has been compromised.
- Your personal information is collected under the authority of the Freedom of Information and Protection of Privacy Act (FOIP). The information provided to enter this contest will be used only to administer this contest, and for no other reason unless otherwise noted by the Entrant by opting in to receive future communications from the Sponsor. Questions about the collection of this information may be directed to:

SAMU
Room SA-301

10850 – 104 Ave
Edmonton AB T5H 0S5

Ph: 780-497-5631
info@samu.ca

- This contest is subject to all applicable federal, provincial and municipal laws, as well as these Official Contest Rules.