

Institute Essay Scholarship Contest Rules

NO PURCHASE NECESSARY

This contest is sponsored by Collega International Inc. (the “**Contest Sponsor**”). Contest starts at 12:00:01 a.m. Eastern Time (“ET”) on Sunday, April 1st, 2018 and ends at 11:59:59 p.m. ET on Saturday, April 14th, 2018 (the “**Contest Period**”).

1. Eligibility

The eligibility requirements are as follows:

- This contest is open to all legal residents of Canada (except for residents of the province of Quebec) who have reached the age of eighteen (18) in your province or territory of residence as of the date that you entered into the contest.
- Employees, agents and representatives of the Contest Sponsor, or a member of any such employee's immediate family (regardless of where they live) or a person with whom any such person is domiciled (whether related to the employee or not) are not eligible to enter this contest. In these Official Contest Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or spouse.
- Entrants must submit their minimum 250, maximum 500 word entry on www.avedainstitute.ca/scholarship
- Entrants must possess a high school diploma or equivalent (i.e. GED), or must successfully complete an online equivalency assessment administered by the Aveda Institute.

2. Online Entry Only

Entrants must submit their 250-500 word, single-spaced essay and provide the following information on the web form: (1) legal first and last name; (2) address; (3) phone number; (4) email address (5) location of interest; (6) desired enrolment date (within 12 months of the contest). All Entries become the property of the Contest Sponsor and will not be returned. Without limiting the generality of the foregoing, each Entrant, by entering into the Contest, assigns and transfers all copyright interest he or she may have in and to his or her questionnaire answers to the Contest Sponsor, and waives any and all moral rights he or she may have in respect thereto. Entrants’ chances of winning depend upon number of eligible entries received, as well as quality of their essay.

3. Prizes

There are four (4) prizes in total, one (1) from each location: the Aveda Institute Toronto, Aveda Institute Vancouver, Aveda Institute Calgary and Aveda Institute Winnipeg. The prize shall consist of FULL TUITION SCHOLARSHIP to the Aveda Institute location of the entrants’ choice, which is to be specified on the form.

All of the foregoing shall be collectively referred to as (the “**Prizes**”). Prizes must be accepted as awarded, are non-refundable and non-transferable. Contest Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater monetary value.

4. Judging: Finalist and Winner Selection

(1) The judging panel will consist of an Admissions and Placement Coordinator and Institute Director (the “**Judging Panel**”). Decisions of the judging panel will be final and there will be no right of appeal.

(2) Entries will be judged on the following criteria to determine winners:

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- Essay is 250-500 words
- Demonstrates understanding and alignment with the Aveda Mission
- Shows enthusiasm, creativity and inspiration

(3) All Entrants will be contacted by telephone by the Admissions Specialists within 48 hours of submitting their entry. The Entrant must schedule and attend an appointment for a Career Planning Session with the Admissions and Placement Coordinator at the Aveda Institute location of their interest within three (3) days of their conversation with the Admissions Specialist.

(4) Before being declared a winner, each selected finalist must first correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question within five (5) business days of prize notification. The selected finalist will also be required to sign and return, within ten (10) business days of prize notification, a Declaration and Release Form (the “**Release Form**”) confirming compliance with these Official Contest Rules, acceptance of the Prize as awarded without substitution, and releasing the Contest Sponsor, their affiliated and related companies, and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns from any liability in connection with the Prize or this contest. In addition to the foregoing, in order to claim the Prize, the selected finalist must have reached the age of eighteen (18) on or before April 1st, 2018. Contest Sponsor reserves the right to verify the age of any selected finalist.

(5) Declining the Prize, failing to answer the mathematical skill-testing question correctly or failing to return the Release Form within the specified time will cause the Prize to be forfeited and a new winner from the remaining eligible finalists will be selected and the process noted above will be repeated until a winner is declared or there are no more eligible entries, whichever comes first.

(6) The Prizes apply to tuition costs only and do not include payment of books, supplies, materials, kits and taxes, which costs shall all be the responsibility of the winners. Winners must execute a contract with the Aveda Institute where they will be attending, meet all admissions requirements, participate in an informational interview, provide references, and be fully enrolled in the program of their choice within twelve (12) months of winning the prize, failing which he or she shall be deemed to have forfeited any right or entitlement to the Prize.

(7) Winners must maintain satisfactory academic progress. The Scholarship may be suspended in the event student's falls below good academic standing, or if the student fails a module. The Scholarship may be forfeit in the event the student withdraws or is dismissed from the school; which awarded it for any reason. In the event education is terminated either by the student or the participating school/Contest Sponsor, the scholarship becomes null and void; any future quarter scholarship dollars not used may be revoked and will not be available upon re-entry.

5. General

(1) This contest is subject to all applicable federal, provincial and municipal laws and regulations. All decisions of the Judging Panel are final and the Contest Sponsor and Judging Panel shall not be held responsible for any accident, negligence, printing, administrative or other errors that may arise or occur in connection with the contest with no obligation or liability, subject to applicable law.

(2) By entering this contest and accepting the Prize, the winner consents to the use of his or her name, city of residence, video image, voice, and/or photograph in any related publicity or Internet posting without further notification or compensation.

(3) By accepting the Prize, the winner releases and agrees to hold the Contest Sponsor, its directors, employees, officers and agents, including without limitation their advertising and promotion agencies and the Judging Panel, harmless against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death or property damage which the entrants or his or her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in the contest and/ or in connection with the acceptance and/or use by the entrant of the Prize awarded.

(4) All entries become the property of the Contest Sponsor upon receipt and will not be returned. No responsibility will be taken for any failure of the website during the promotion or for any problems or technical malfunction of a telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail, online, or Internet entry to be received by the Contest Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion.

(5) The Contest Sponsor reserves the right to cancel, suspend or amend this Contest, or any portion thereof, in the event of any accident, printing, administrative, or other error or any kind without prior notice or obligation. The Contest Sponsor reserves the right to cancel or suspend the Internet portion of this contest should a virus, bug or any other cause beyond the reasonable control of the Contest Sponsor corrupt the security or proper administration of the contest from among all eligible entries received to that date. Any attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

(6) Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way. In the event of a dispute regarding the identity of the person submitting an electronic entry, the entry will be deemed submitted by the "authorized account holder". That is the person in whose name the Internet service or text message service

is registered, provided that person meets all eligibility criteria set forth in the Eligibility section of these Official Contest Rules and Regulations. "Authorized Holder" shall mean the natural person assigned to the e-mail or text messaging address by an Internet service provider, online service provider, phone company, mobile phone service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email/text messaging addresses for the domain associated with the submitted e-mail/text message address. The Contest Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process.

(7) By entering this Contest, Entrant acknowledges that he or she understands the Competition criteria above and agrees to abide by them. Entrant represents that all the information Entrant supplies is true and, in the case of the questionnaire, original. Entrant hereby irrevocably gives his or her consent to Contest Sponsor, and those it may authorize, to photograph, film, and/or videotape Entrant and/or Entrant's work, and to quote and record statements made by Entrant and to use, reproduce, publicly display, distribute, sell, and/or create derivative works from Entrant's image, images of Entrant's artwork, and statements made by Entrant (with or without Entrant's name) and to identify Entrant by name and/or with school and employment information, in all forms of media now known or later developed, including without limitation, on the internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world. Entrant understands that Contest Sponsor and those they may authorize shall not be responsible for unauthorized duplications/use by third party on the internet or otherwise. Entrant hereby releases Contest Sponsor, those they have authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of Entrant's image or images of Entrant's artwork, or statements made by Entrant as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright. By submitting Entrant's entry, Entrant certifies that any work submitted is original and Entrant's alone and that Entrant has the right to grant permissions herein granted. Entrant confirms that he or she has read and understood this form.

(8) By entering the Contest, Entrant agrees to (a) Contest Sponsor's use of Entrant's personal information for the purposes of administering this Contest and, unless otherwise specified, for market and consumer research purposes; (b) disclosure of Entrant's personal information on this entry form to the Aveda Institute awarding the scholarship Entrant has entered and (c) Contest Sponsor's use of entrant's personal information as described in Contest Sponsor's privacy policy located on the Aveda Institute website. Questions regarding our privacy policy should be directed to privacy@collega.com.

(9) Contest may be cancelled or contest dates changed upon ten (10) business days prior written notice to all Entrants. E-mail communications shall be deemed satisfactory for communicating any changes to Entrants.

6. Quebec Residents

Quebec residents are specifically excluded from participating in this Contest.