

“BECAUSE I AM A GIRL” SCHOOL TOUR CONTEST (the “Contest”)

Official Contest Rules (the “Rules”)

The Contest is sponsored by Plan International Canada Inc. (“Plan Canada”).

NO PURCHASE OR TEXT MESSAGE NECESSARY TO ENTER OR WIN.

Offer void where prohibited.

Please read these Rules in their entirety before entering the Contest. Please do not enter the Contest unless you agree to these Rules. Participation in the Contest constitutes full and unconditional agreement and acceptance of these Rules which are final on all matters relating to the Contest.

1. **Eligibility:** Open only to legal residents of **British Columbia, Alberta, Saskatchewan or Manitoba** and registered as a full-time student at a participating school of the “Because I am a Girl” School Tour as of the date of Contest entry. Employees and agents of Plan Canada, its parent and affiliate companies, and all coordinating agencies for the Contest including the prize sponsor, and the immediate families of each, or persons living in the same household of such employees are not eligible to enter the Contest. The Contest is governed by Canadian law and is subject to all federal, provincial and municipal laws.
2. **The Contest Period:** The Contest begins at 09:00:00 EST on **May 3rd, 2010** and ends at 23:59:59 EST on **June 11th, 2010** (the “Contest Period”). All entries must be received during the Contest Period in order to be eligible for the prize.
3. **How To Enter:** No purchase necessary. During the Contest Period, enter using one of the following methods:
 - (a) Text messaging - text keyword GIRL to shortcode 25252. You will be sent a total of three (3) text messages, each with a trivia question. You must respond to each text message with your answer before the next trivia question will be sent to you. You will be sent a text message indicating whether you answered each question correctly or incorrectly, as determined by Plan Canada in its sole discretion. You will only be entered into the Contest by answering a question correctly on the first try. You must have a cell phone that is capable of two-way text messaging and registered with a Canadian Wireless Network. Text messaging is not available in all areas. Entrants should check their carrier plan for standard text messaging fees. Standard text message rates apply to each text message sent and received in connection with this Contest. Contact your wireless provider for pricing plan details. Where applicable, entrants must obtain permission from the account holder of the cell phone they use to enter the Contest before entering the Contest via text message.
 - (b) Without sending a text message - visit www.becauseiamagirl.ca and complete the entry form fields, including your name, email address, and phone number. You will be asked to answer three (3) trivia questions. Immediately following the submission of your answer, you will be notified via a pop-up screen whether you answered the question correctly, as determined by Plan Canada in its sole discretion. You will only be entered into the Contest by answering a question correctly on the first try.

All correct text message and website entries must be received by 23:59:59 EST by **June 11th, 2010** to be eligible.

Limit of one (1) attempt per trivia question. Each correct trivia question answer constitutes one (1) entry into the Contest. Limit of three (3) entries per mobile phone number or email address.

4. Prizes & Approximate Retail Value: **One (1) grand prize consisting of one (1) iPad, (approx. retail value of \$600) and five (5) prizes consisting of one (1) \$25 iTunes gift card (approx. retail value of \$25).** Odds of winning are solely dependant on the total number of eligible entries received. To win, a skill-testing question must be answered correctly.
5. Prize Substitution: The prize cannot be assigned, exchanged or transferred, has no cash surrender value and must be accepted as awarded with no substitution, except at Plan Canada's sole discretion. Plan Canada reserves the right, at its sole discretion, to substitute and/or modify the prize with (a) prize(s) of equal or greater value for any reason.
6. Random Drawing & Certain Restrictions: On **June 15th, 2010**, a winner will be selected in a random drawing conducted from among all valid entries submitted during the Contest Period. The random drawing will be conducted by Plan Canada or a Plan Canada designee. The selected entrant will be notified by phone or email within 2 days of drawing. To win, the selected entrant must first have complied with these Rules and correctly answered, unaided, a skill-testing question which will be administered by phone at a prearranged, mutually convenient time. If the winner is below the age of majority in **British Columbia, Alberta, Saskatchewan or Manitoba**, the winner's parent or legal guardian will be required to sign a declaration and release upon acceptance of the prize. All incidental costs and expenses associated with participation in the Contest and acceptance/ enjoyment of the prize not specifically referred to in the Rules shall be the sole responsibility of the winner.
7. General Terms and Conditions: Plan Canada assumes no responsibility for any error, omission, deletion, defect, theft or destruction or unauthorized access to, or alteration of, entries. No correspondence or other inquiries regarding entries will be accepted. Entries are subject to verification. Plan Canada reserves the right to disqualify a person if he/ she enters this Contest or tries to do so by any means contrary to these Rules or which would be unfair to other entrants or where Contest entries are generated by any mechanical or automated means. Entry materials that have been tampered with, reproduced, falsified or altered are void. In the event that a selected entrant is disqualified for any reason or the selected entrant cannot be reached within 2 weeks following the first attempt to contact by Plan Canada, the prize may be awarded to an alternate entrant selected by random draw from among all remaining eligible Contest entries. All entries become the property of Plan Canada and will not be returned.
8. General Release/Limitation of Liability: By entering the Contest, an entrant agrees (i) to be bound by these Rules and the decisions of Plan Canada, which shall be final in all respects, and (ii) to release Plan Canada, its parent and affiliates, and their respective officers, directors, shareholders, employees, agents, and contractors, and all coordinating agencies from any and all liability, claims or damages arising out of his/her participation in the Contest and the acceptance, use, and/or enjoyment of the prize. Notwithstanding the foregoing, if the preceding release is determined by a court of competent jurisdiction to be invalid or void for any reason, an entrant agrees that, by participating in the Contest, (i) any and all disputes, claims and causes of action arising out of or in connection with the Contest, or any prize awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Contest, but in no event attorney's fees; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and an entrant hereby waives all rights to claim, punitive, incidental or

consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.

9. **Modification or Termination:** Subject to applicable law, Plan Canada reserves the right to cancel, terminate, modify the Rules or administration of or suspend this Contest in whole or in part without prior notice with no obligation or liability, including if for any reason the Contest is not capable of running as planned, whether due to technical failure, tampering, fraud, or corruption of security or proper administration of the Contest or other causes beyond the control of Plan Canada. In such event, a winner may be selected by randomly drawing from among all valid entries received up to the time of cancellation, termination or suspension.
10. **Construction:** All issues and questions concerning these Rules or the rights and obligations of any entrant shall be governed by and construed in accordance with the laws of the Province of Ontario, without giving effect to its conflict of law Rules or provisions. All entrants expressly agree to submit to the laws of and the jurisdiction of the federal and provincial courts of the Province of Ontario, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. All actions, proceedings or litigation relating to this Contest shall take place in the Province of Ontario. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable, these Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
11. **Information Regarding the Entrant:** Certain information about entrants is required by Plan Canada to administer the Contest and to verify and contact the winner. Personal information obtained by Plan Canada will be used for the sole purposes of administering the Contest and will not be retained following the conclusion of the Contest. Plan Canada will make no use of the personal information other than to determine a winner. Plan Canada will not transfer or make available the personal information to any other individual, organization, or third party except where necessary for the purposes of administering the Contest.
12. **Administration of Contest:** This Contest is sponsored by Plan Canada, whose principal place of business is at 95 St. Clair Avenue West, Suite 1001, Toronto, ON, M4V 3B5.