Rules and Regulations

Official Contest Rules & Terms and Conditions

The Eyes on the Prize Colouring Contest (the "Contest") is sponsored by the Alberta Association of Optometrists. By entering the Contest, participants and their parent or legal guardian agree to be bound by these Official Contest Rules and Terms and Conditions.

1. Eligibility

   The Contest is open to children who are legal residents of Alberta.

   Entries must be submitted by a parent or legal guardian on behalf of the child. Entries submitted directly by minors will not be accepted.

   The Contest is divided into the following age groups:

- Tiny Tots: Ages 3 – 6
- Young Explorers: Ages 7 – 9
- Junior Artists: Ages 10 – 12

Employees of the Alberta Association of Optometrists, participating optometry clinics, contest judges and their immediate family members or persons living in the same household are not eligible to enter.

2. Contest Period

   The Contest opens on July 8 and closes at 11:59 p.m. MT on August 31, 2026.

   Entries received after the closing date and time will not be eligible.

3. How to Enter

   To enter:
   1. Download or obtain an official Eyes on the Prize colouring sheet.
   2. Complete the colouring page.
   3. A parent or legal guardian must submit the completed colouring sheet by email to communications@optometrists.ab.ca before the Contest closes.

   Only one (1) entry per child will be accepted. Incomplete, illegible, or late entries may be disqualified.

- Prizes

  Each age category has the chance to win (1) $100.00 Prepaid Mastercard. Plus, every

entry will be showcased in our online gallery to celebrate each young artist.

Prizes:

- Are non-transferable;
- Have no cash value;
- Cannot be exchanged for cash value unless required by law; and
- Are subject to the terms and conditions of the gift card issuer.

The Alberta Association of Optometrists reserves the right to substitute a prize of equal or greater value should the advertised prize become unavailable.

4. Judging

Eligible entries will be judged after the Contest closes by a panel selected by the Alberta Association of Optometrists.

The decisions of the judges are final.

5. Winner Notification

Parents or legal guardians of the selected winners will be contacted using the contact information provided at the time of entry within 5 business days of the Contest closing date.

If a selected winner cannot be contacted, does not respond within 3 business days, or is found to be ineligible; the Alberta Association of Optometrists reserves the right to select an alternate winner.

6. Parental Consent

By submitting an entry, the parent or legal guardian confirms that they:

- Have consented to the child's participation in the Contest;
- Grant permission for the child's artwork to be displayed on the Contest gallery or other Alberta Association of Optometrists promotional materials;
- Consent to the publication of the child's first name and age group if selected as a winner; and
- Confirm that the submitted artwork is the original work of the child.

7. Photography and Publicity

If the Alberta Association of Optometrists wishes to photograph or record a winner for promotional purposes, separate parental consent may be required.

Where consent is provided, the parent or legal guardian grants the Alberta Association of Optometrists permission to use the child's photograph, first name, age group and

likeness for promotional, marketing, and educational purposes without additional compensation.

8. General Conditions

The Alberta Association of Optometrists reserves the right to disqualify any entry that:

- Contains inappropriate, offensive or unlawful content;
- Is incomplete or submitted after the deadline;
- Does not comply with these Official Contest Rules; or
- Is suspected of fraud or tampering.

The Alberta Association of Optometrists reserves the right to cancel, suspend or modify the Contest if circumstances beyond its reasonable control affect the administration or fairness of the Contest.

9. Privacy

Personal information collected for the Contest will be used solely for the administration of the Contest, contacting winners and fulfilling prizes, unless additional consent is provided.

Personal information will be handled in accordance with applicable Alberta privacy legislation and the Alberta Association of Optometrists Privacy Policy.

10. Limitation of Liability

The Alberta Association of Optometrists is not responsible for lost, late, incomplete, misdirected or technically corrupted entries, or for any technical failures that may affect participation in the Contest.

11. Governing Law

The Contest is governed by the laws of the Province of Alberta and the applicable laws of Canada. Any disputes arising from the Contest shall be subject to the exclusive jurisdiction of the courts of Alberta.