

CONTEST RULES

La Capitale Recognition Award 2017 Public Service Personality

1. Description and Contest Period

The *La Capitale – Recognition Award – 2017 Public Service Personality* contest, organized by La Capitale Financial Group Inc. (La Capitale), runs from 12:00 a.m. ET on September 13, 2016 to 11:59 p.m. ET on February 13, 2017.

The goal of **Part 1** of the contest is to recognize exceptional individuals in the Quebec public administration and public service who make a real difference in their environment by improving the quality of life of fellow citizens or colleagues. Members of the general public are invited to complete an online form to nominate a candidate in each of the four categories described in point 3.

In **Part 2** of the contest, members of the general public are invited to go onto the contest site and videotape a message of appreciation to informally recognize the efforts made by a person, a group or an association in the Quebec public administration and public service. The workings of this round are explained in point 3.

2. Eligibility conditions

PART 1 of the contest

Individuals eligible for participation in the contest are age 18 or over when nominated, an active Quebec public administration and public service employee (employed by a ministry, public or parapublic agency, education sector, health and social services sector or municipality) and a resident of the province of Quebec.

PART 2 of the contest

Individuals eligible for participation in the contest are age 18 or over and a resident of the province of Quebec when recording a message of appreciation.

3. How to enter

PART 1 of the contest

All adults who are residents of the province of Quebec are invited to nominate an exceptional person who is actively employed in one of the following sectors:

- Sector 1: A ministry, public or parapublic agency, or crown corporation
- Sector 2: The public health and social services sector
- Sector 3: The public education sector
- Sector 4: Municipal

To nominate a candidate, participants may use the Nomination form made available to them at lacapitale.com/prixreconnaissance. A person cannot nominate him or herself.

Criteria applicable to nominees:

It must be demonstrated that the person nominated provides exceptional service to the public by contributing to the improvement of the quality of life of others (citizens or colleagues) according to the following four criteria:

- 1) People-first attitude**
Takes care of the well-being of people by demonstrating respect and empathy
- 2) Engagement**
Takes an active role in improving the lives of others and applies the values of mutual aid and solidarity in his or her milieu
- 3) Exceptional dedication and initiative**
Is a role model to others due to his or her actions and initiatives that go above and beyond
- 4) Results**
The nominee's actions make a difference in his or her milieu and produce concrete results

Each week, a panel will review the nominations received to determine whether they are eligible and meet the requirements. On closure of the contest, a jury will select a winner for each of the four sectors. Only those candidates will be contacted.

PART 2 of the contest

Adults who are residents of the province of Quebec are also invited to go onto the contest site and videotape a maximum minute-long message of appreciation, to informally recognize the quality of the work done by a person, group or association in the Quebec public administration and public service (ministry, public or parapublic agency, education sector, health and social services sector or municipality).

Other important considerations:

- The message of appreciation is not considered during the assessment of a nomination submitted by means of the online Nomination form (Part 1 of the contest).
- A video will be posted on the contest site and on social media only if it is in line with La Capitale's social media netiquette guidelines, indicated at lacapitale.com/en/terms-of-use/netiquette.
- On closure of the contest, a random draw will be held to select a prize winner from among those who recorded a message of appreciation on the contest site.

PARTS 1 and 2 of the contest

The winners will receive their prize at La Capitale Civil Service Mutual's Annual General Assembly, to be held in Quebec City on April 3, 2017.

No purchase required.

Nominations and messages of appreciation must have been submitted by midnight on February 13, 2017.

4. Selection jury and review panel (Part 1 only)

Selection jury

Members:

- Marie-Josée Guérette, Executive Vice-President of Corporate Affairs of La Capitale Financial Group
- Pierre Carpentier, Senior Director of Communications and Marketing of La Capitale Financial Group
- Sophie Lebrun, Director of Market Development, Public Administration, La Capitale Financial Services
- Sylvie Chartrand, Senior Director of Public Sector and Business Partnership Development, La Capitale General Insurance
- Shirley Brown, Vice-President of Human Resources and Organizational Development, La Capitale Financial Group
- 1 – 4 public service employees, preferably 1 for each large activity sector (TBD).

The jury, which will be chaired by Marie-Josée Guérette, is responsible for determining the winners based on the criteria specified in point 5.

Review panel

Members:

- Pierre Carpentier, Senior Director of Communications and Marketing of La Capitale Financial Group
- Jean-Pascal Lavoie, Communications and Public Relations Advisor
- Goran Doric, Communications and Marketing Advisor

The review panel's primary responsibility is to ensure that all contest entries meet the requirements set out in these regulations prior to selection jury deliberations.

5. Selection of the winners

PART 1 of the contest

The selection jury will consider four assessment criteria.

It must be demonstrated that the candidate provides exceptional service to the public by contributing to the improvement of the quality of life of others (citizens or colleagues) according to the following four criteria:

- 1. People-first attitude (25%)**
Takes care of the well-being of people by demonstrating respect and empathy
- 2. Commitment (25%)**
Takes an active role in improving the lives of others and applies the values of mutual aid and solidarity in his or her milieu

3. Exceptional dedication and initiative (25%)

Is a role model to others due to his or her actions and initiatives that go above and beyond

4. Results (25%)

The nominee's actions make a difference in his or her milieu and produce concrete results

PART 2 of the contest

The prize will be awarded by a random draw from the eligible entries received. The draw will be held in the presence of an employee witness at 9:30 a.m. ET on March 1, 2017, at La Capitale's head office, located at 625 Jacques-Parizeau St, Quebec QC G1R 2G5. Only one person will receive a prize.

6. Prizes

PART 1 of the contest

One prize winner per sector will be selected from the nominations received¹, for a total of four prize winners:

- Sector 1: Ministry, public agencies, crown corporation
- Sector 2: The public health sector
- Sector 3: The public education sector
- Sector 4: Municipal

Each winner will receive a cash prize of \$2,500.

PART 2 of the contest

The draw winner will receive a cash prize of \$1,000.

Total prize value: \$11,000 (PARTS 1 and 2 of the contest)

The prizes may not be transferred, assigned or exchanged.

7. Announcement of the winners

PARTS 1 and 2 of the contest

The winners will be contacted personally and invited to La Capitale Civil Service Mutual's Annual General Assembly, to be held in Quebec City on April 3, 2017. An official announcement will be made, and the prizes will be awarded at that time. Any winners unable to attend the AGM will receive their prize by mail.

All decisions made by the representatives of La Capitale are final and without appeal.

To claim their prize, winners must:

- Be reached by telephone or email by La Capitale, to discuss prize delivery arrangements, in no more than two attempts and, if a voicemail message is left, return La Capitale's call within fifteen (15) business days following the draw date, to avoid being disqualified.

¹ La Capitale reserves the right to not award a prize for a particular category if the nominations do not meet the criteria.

- Comply with these contest rules and continue to do so.
- Sign a standard liability release form. (This form also contains a consent to the use of the prize winner's name and/or photograph for promotional purposes or in any other advertisement of La Capitale and/or its affiliated companies, without further remuneration or compensation.)
- Authorize La Capitale to, if required and without compensation, use the pictures and recordings accompanying them, made during this contest, for promotional purposes and on social networks in particular, up until April 15, 2018.
- PART 2 only: In addition to the above conditions, the winner must correctly answer a mathematical skill-testing question.

Failure to comply with any of the above conditions or to accept the prize will result in disqualification of the entrant. For Part 1, the jury will select a new candidate, in accordance with the criteria set out in section 5. For Part 2, a new draw will be held, in accordance with these contest rules, until an eligible entrant has been chosen and declared a winner. If no entrant is declared a winner within sixty (60) days following the original draw, La Capitale will have the right to cancel the prize.

8. Making a video and promoting the contest

PART 1 only

The winners will be contacted so that they can participate in the taping, in March 2017. The videos will be presented at La Capitale Civil Service Mutual's AGM and posted on social media.

9. Exclusion

This contest is not open to employees of La Capitale Financial Group Inc. and its affiliated companies, their administrators, mandataries, representatives, including financial security advisor partners of La Capitale Financial Services Inc., agents and financial security advisors of La Capitale Financial Security, affiliated agents of La Capitale General Insurance Inc. and any individuals residing at the same address as the individuals mentioned above.

This contest is also not open to jury and review panel members and any individuals residing at the same address as them.

10. Limitation of liability

By entering the contest or accepting the prize, each person releases La Capitale and its service providers, its mandataries, directors, agents, employees, affiliated companies, representatives and partners from any liability arising or resulting from this contest or the acceptance of this prize. La Capitale and its service providers are relieved of any liability for, including but not limited to:

- Errors, delays or omissions in the transmission of names of the winners
- Any problem or technical malfunction affecting computer systems or software, networks, lines, online systems, internet service providers or servers associated with this contest or used by La Capitale for the purposes thereof, regardless if such problems or failures were caused by participants, La Capitale, its service providers or any other party

- Cancellation of the contest by La Capitale, or any damage, fee or other claim of any nature whatsoever associated with participation in the contest or with the prizes or use thereof.

11. General provisions

- Any individual who participates in this contest agrees to comply with the contest rules. La Capitale reserves the right to disqualify participants or entries that are not in compliance with contest rules.
- Contest entries are subject to verification by La Capitale. Any entry or entry attempt that is deemed to be fraudulent, illegible, incomplete, received late or otherwise not in compliance with contest rules will be rejected. In such a case, the entrant in question will not be entitled to an entry or a prize. La Capitale's decision concerning any aspect of the contest, including but not limited to the eligibility or disqualification of entries, will be final and without appeal, subject to a decision by the *Régie des alcools, des courses et des jeux du Québec* (RACJ) with regard to any matter under its jurisdiction or by any other competent organization, as applicable.
- La Capitale reserves the right to disqualify any person or cancel one or more entries from a person who enters this contest or tries to do so by any means contrary to these contest rules or which would be unfair to the other entrants. Such person may be referred to the appropriate judicial authorities. La Capitale's decision regarding this aspect of the contest is final and without appeal.
- The prize must be accepted as described in these contest rules and may not be transferred or exchanged.
- The prize winner releases La Capitale, its advertising and promotional agencies and their employees, agents and representatives from any liability for damage, inconvenience or loss resulting from his or her acceptance or use of the prize.
- The prize winner authorizes La Capitale and its representatives to, if required, use his or her name, photograph, image, voice, contact information, place of residence or any statement relating to the prize for advertising purposes, without any compensation.
- La Capitale reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this contest, in whole or in part if there is any event or any human intervention that could corrupt or affect the administration, security, impartiality or conduct of the contest as provided for in these contest rules, subject to RACJ approval, if required, or to any other competent organization, as applicable. In no case may La Capitale, its subsidiaries, its advertising and promotional agencies, the suppliers of products or services related to this contest or their employees, agents and representatives be required to award more prizes or to award any prize other than in accordance with these contest rules.

- In no case may La Capitale be required to award more prizes or to award any prize other than in accordance with these contest rules.
- Any dispute respecting the organization or conduct of a promotional contest may be submitted to the RACJ for a ruling. Any dispute regarding the awarding of a prize may be submitted to the RACJ only for the purpose of helping the parties reach a settlement.
- Interested parties may obtain the names of the winners by going to the contest site at [lacapitale.com/recognition award](http://lacapitale.com/recognition-award) or by writing to the head office of LaCapitale Financial Group at 625 Jacques-Parizeau St, Quebec QC G1R 2G5.
- A French version of the rules is available on request at the following address: 625 Jacques-Parizeau St, PO Box 17100, Quebec QC G1K 9E2 In the event of a discrepancy between the French and English versions of the rules, the French version will prevail.
- For the purposes of this form, La Capitale is doing business with one or more Internet service providers based outside of Canada. We wish to advise you therefore that the information and documents you provide to La Capitale in support of your request may be stored outside of Canada. If so, they will be governed by the laws of the state of California and/or those of the state of Washington and/or those of Switzerland and/or those of Quebec. Moreover, the terms of use and the privacy policies of the service providers with which La Capitale does business apply to the use of this form. By completing this form, you tacitly accept such a situation.