

Official Rules of the "You'll Be Amazed" Contest

1. ORGANIZER

The "**You'll Be Amazed**" contest (hereinafter the "Contest") is organized by **Tourisme Côte-Nord** (hereinafter the "Organizer"), located at 312 Brochu Avenue, Sept-Îles, Quebec. The person in charge of the competition is **Étienne Lalancette**, who can be reached at the following email address: elalancette@cotenordqc.com.

2. CONTEST PERIOD

The Contest begins on **April 13, 2026** at 00:01 a.m. (ET) and ends on **September 30, 2026** at 11:59 p.m. (ET) (the "Contest Period"). Any entries after the end of the Contest Period will be automatically disqualified.

3. ELIGIBILITY

The Contest is open to all persons residing in Quebec, 18 years of age or older, with the exception of employees of **Tourisme Côte-Nord**, members of their immediate family (parents, brothers, sisters, children), as well as any other person directly related to the organization of the contest. Entrants may enter the Contest only one (1) time, with only one (1) email address.

4. HOW TO ENTER

To enter the Contest, entrants must complete the following steps:

1. **Take the traveller's quiz** available on the **Tourisme Côte-Nord website** at the following address: <https://tourismecote-nord.com/concours>. The personality quiz is designed to help determine the participant's profile based on their tourism preferences.
2. **Watch all the video clips** related to the contest. These videos present various facets of the tourism experience on the North Shore, and must be viewed in their entirety before you can participate.
3. **Complete the registration form** at the end of the quiz and videos. The form will ask for personal information, such as name, email address, and other information necessary to validate entry.

Participants must complete all the steps mentioned above for their registration to be valid. Any incomplete or incorrect entries will be disqualified.

5. PRIZES

The total prize of the Contest consists of a **travel credit of \$1000.00 CAD**, in the form of reimbursement of travel bills, exclusively from **Tourisme Côte-Nord members**, as well as a **cruise on the Lower North Shore for two adults departing from Sept-Îles to Blanc-Sablon and back, on the Bella Desgagnés in the summer of 2027**. The travel credit will be awarded by refund upon presentation of original invoices and receipts for travel services purchased from **Tourisme Côte-Nord members during the 2027 summer season**. Invoices will be reimbursed after submission of the necessary documents within a reasonable

period of time (maximum 30 days) after purchase. The total amount of the prize may not exceed **\$1000.00 CAD**. Eligible expenses are exclusively related to tourism services (accommodation, activities, transportation, etc.) of **Tourisme Côte-Nord** members. Tourisme Côte-Nord is available to assist in the planning of the winner's trip. If the winner so wishes, Tourisme Côte-Nord may write a blog post about the winner's trip, at its discretion, for promotional purposes of the Côte-Nord. The prize must be claimed during the 2027 summer season, from May 1 to October 31, 2027.

6. PRIZE DRAW

A random draw will be conducted from all valid entries received during the Contest Period. The draw will take place on **October 2, 2026**. The winner will be contacted by email within 5 days of the draw. If the winner does not respond within 10 days of notification, a new draw will be held to select another winner.

7. CLAIMING THE PRIZE

The winner will be required to provide original invoices for travel services purchased from **Tourisme Côte-Nord** members to receive the prize. Invoices will be reimbursed upon presentation of the necessary documents (invoices and receipts) within 30 days of receipt. The prize cannot be exchanged for cash or any other prize. If the winner declines the prize, the prize will be deemed to have been forfeited and a new draw may be conducted.

8. GENERAL CONDITIONS

- The prize is non-transferable and cannot be exchanged for cash or any other prize.
- Tourisme Côte-Nord reserves the right to modify the contest rules at any time, without notice, subject to the approval of the competent authorities, if applicable.
- The competition may be cancelled or suspended in the event of force majeure, without any particular compensation.
- Tourisme Côte-Nord is not responsible for entry errors, technical failures or human errors in connection with participation in the Contest.
- Participation in the contest implies acceptance of the contest rules and all decisions made by the organizer, which will be final and without appeal.
- Participants who agree to subscribe to the newsletter can unsubscribe at any time.
- Tourisme Côte-Nord assumes no responsibility for travel-related insurance. It is the responsibility of the winner to take out any necessary insurance (travel, cancellation, health, etc.).

9. PRIVACY PROTECTION

The personal information collected in connection with this contest will be used only for the administration of the contest, notification of the winner, and reimbursement of invoices. This information will not be shared with third parties without the prior consent of the participant, except as necessary for the administration of the contest. For more details, please see our **Privacy Policy** available on our website.

10. LIMITATION OF LIABILITY

By entering the contest, each participant agrees to release **Tourisme Côte-Nord**, its employees, partners and affiliates from any and all liability in the event of any damage, loss, injury or incident related to the acceptance or use of the prize. **Tourisme Côte-Nord** is not responsible for errors, technical problems, lost participation, or other human error that may affect the validity of entries.

11. GOVERNING LAW

The Contest is governed by the laws of the Province of Quebec, Canada. Any dispute relating to the interpretation of these rules shall be submitted to the competent courts of Quebec.

12. ADVERTISING AND CONSENT

By entering the Contest, the winner consents to the use of his/her name, city of residence and, if applicable, image for promotional purposes by the Organizer, without additional compensation, to the extent permitted by law and with his/her explicit consent. This may include publication on the Promoter's websites, social media, or other communication media.