

## Share the Ride Foundation Giveaways

### OFFICIAL RULES

The Share the Ride giveaways (or “Contest”) is sponsored by Fireroad Holdings Inc. Share the Ride Foundation, located at Unit C, 45841 Railway Ave, Chilliwack, B.C. V2P1L4 (the “Sponsor”). There are several prizes to be awarded. Numbers of which may increase during the Contest Period. Chances of winning depend on the total number of eligible entries received.

### NO DONATION, PURCHASE OR PAYMENT NECESSARY TO ENTER.

#### Who can enter:

1. Entry is open worldwide to all persons above the age of nineteen years old
2. Employees of the Sponsor or any of its respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Contest and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee are not eligible. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

#### How To Enter:

3. NO PURCHASE IS NECESSARY. Eligible entrants may visit <http://www.pinkbike.com/sharetheride> (the “Site”) during the Contest Period and register for the Contest. Registration is free. To register, eligible entrants must provide their first name, last name, email address, country of residence. Once registered, each eligible entrant will receive one automatic entry per person for the contest. Into the random drawing of the prize giveaways.
4. Any person who donates to the Share the Ride Not-For-Profit will be eligible to have their name entered into the contest multiple times as outlined in paragraph 5.
5. For every \$5 donated through the Share the Ride page on Indiegogo the entrant will receive one entry in their name. That is one entry for every \$5. Plus one free entry available for entry on [www.pinkbike.com/sharetheride](http://www.pinkbike.com/sharetheride). Donations will only be received through indiegogo for the life of the contest.
6. Any person may receive an additional entry per person by writing to the following address Share the Ride Foundation Unit C 4584 Railway Ave, Chilliwack BC V2P1L4. All such additional entries must be received by the Sponsor during the Contest Period. All requests must be hand-written and no mechanical reproductions of requests are permitted.

7. For entry through Indiegogo.com entrants must provide first name, last name and an email address to Indiegogo.com.
8. Any use of an electronic device to enhance or alter entrants' odds of winning will count as a fraudulent entry. Entries that are fraudulent are not permitted and will be declared invalid.
9. All entries and the information contained therein will become the property of the Sponsor and will not be acknowledged or returned. Receipt of entries for the random draw will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt.
10. The Sponsor reserves the right to delete any entries or remove participants that are in violation of the Official Rules.
11. By participating in the Contest, entrants agree to be bound by these Official Rules.

#### Timing:

12. Entry into the Share the Ride giveaways will run from Tuesday, November 4th, 2014 at 12:00am PST until Friday, December 12, 2014 at 11:59pm PST (the "Contest Period").
13. The random draw of all eligible entries received between November 7th and and December 2013 will be held on or about Tuesday, December 17 at the Sponsor's Headquarters.
14. Winners will be contacted via email. In order to be verified a winner, the selected entrant must;
  - a. Respond to the prize notification email within three (3) days of transmission.
  - b. Answer a skill-testing question.
  - c. Sign a declaration stating that he/she:
    - (i) has read, understands and complies with the Official Rules;
    - (ii) releases and discharges the Sponsor from any and all past, present and future claims; and
    - (iii) consents to the announcement of the winner's name and the use by or on behalf of the Sponsor of the winner's name and/or photograph and/or video for advertising and promotional purposes, without any further compensation to the winner.
15. Should the selected entrant fail to comply with any of the requirements contained in these Official Rules, the Grand Prize and other prizes will be automatically forfeited and another entrant will be selected and the initially selected entrant will be disqualified and will have no recourse towards the Sponsor or anyone involved in the Contest.
16. Return of any prize notification email as "undeliverable" may result in disqualification, and an alternate winner may be selected.

#### Prizing:

17. One (1) 2104 Giant Reign 27.5 1 (Total estimated value \$5200CAD)
  - a. Sponsor will try to accommodate size preference of Giant Reign 27.5 1 but decision will ultimately be held by sponsor dependant upon availability of sizing.
18. Two (5) full Shimano Sport Camera's. (Total estimated value \$1500 CAD)
19. One (1) Rockshox Pike Fork (Total estimated value \$1100 CAD.)
20. One (1) set of sRAM Guide RSC Brakes. (Total estimated value \$200 USD)
21. One (4) GoPro Hero3+ Silver Edition Camera. (Total estimated value \$300USD)

22. Ten (10) pairs of VP Components Harrier Pedals. (Total estimated value \$1200 USD)
  23. Five (5) Giro helmets. (Total estimated value \$600 USD)
  24. Two (2) Deity Bar and Stem kits (Total estimated value \$600 USD)
  25. Three (3) Chromag Overture saddles. (Total estimated value \$180CAD)
  26. Four Troy Lee Designs helmets (Total estimated value \$1000 USD)
  27. Six (2) Kali Protectives helmets (Estimated Value \$1200 USD)
  28. Three pairs limited edition team rider pedals (Estimated Value \$500 USD)
  29. One (1) Yakima Hold Up Rack (Estimated Value \$320 USD)
  30. Six (6) TSG Special Edition Gold Evolution helmets (Estimated value \$1000 CAD)
  31. Three (3) RaceFace prize packs
  32. One (1) Easton prize pack
  32. Two Pinkbike prize packs
34. Any prizes not accepted or redeemed by a winner will be forfeited and are non-transferable.
35. Models, sizing, color, and other elements of all prizes will be determined by sponsor in its sole discretion.
36. Winners will be responsible for any fees associated with mounting, assembling or putting any prizing together
37. The Sponsor reserves the right to substitute prizes in whole or in part with a prize of equal or greater value in the event a prize is not reasonably available at its discretion.
38. All of the elements of the prizing are non-transferable, non-exchangeable, not for re-sale and non-refundable. Winners are not entitled to receive any payment for any possible difference between the actual value of the prizes and the estimated value of the prizes listed. Prizes must be accepted as awarded. No cash alternatives, substitution or transfers of prizes will be allowed.
39. Winners will be responsible for any customs shipping fees that may be incurred on delivery of their prizes.

#### Other Matters:

40. The Contest is subject to all applicable federal, provincial and local/municipal laws and is void where prohibited by law. If any provision of these Official Rules is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.
41. The Sponsor will not, under any circumstances, be responsible for, or liable to any entrant or any other person for:
- a. any erroneous lost, damaged, late, incomplete, misdirected, deleted, defective, or altered Contest registrations, regardless of the cause, including, but not limited to, failure of the Site;
  - b. any failure for any reason whatsoever of the selected entrant to receive a prize notification;
  - c. any changes in email addresses after Contest registrations are submitted; and
  - d. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause.

42. If for any reason the Contest is not capable of being conducted as intended by the Sponsor, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest, the Sponsor may, at its sole discretion, disqualify any entrant responsible for such misconduct and cancel, terminate, modify, or suspend the Contest.
43. Should tax liability arise, then it will be the responsibility of the winner to notify their own Government's relevant tax department. The Sponsor takes no responsibility or liability for taxation or for any other costs incurred in connection with the prizes received in this Contest.
44. Decisions of the Sponsor are final and binding.
45. By entering the Contest, participants consent to the Sponsor's collection, use, and disclosure of the personal information provided in the Contest registration for the administration of the Contest, including posting of the winner's name and city of residence on the Sponsor website, and in aggregated, non-personal form in order to create reports regarding Contest entrant demographics and consumer habits, which reports the Sponsor may disclose to others. The Sponsor will use the entrant's personal information only for identified purposes, and protect the entrant's personal information. Entrants may write to the Sponsor and request that their information be removed from the Sponsor's records.
46. The odds of winning the Grand Prize are dependent on the number of eligible entries received by the Sponsor during the Contest period in accordance with these Official Rules.
47. The Sponsor is not a registered charity and no tax receipts will be issued for donations made through the Contest or otherwise.