

RULES & REGULATIONS

1. The ViewFinders Movie, Animation and Green Screen Challenge (the "Challenge") is open only to eligible residents of the Provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland who are, as of March, 30, 2010, 18 years of age and under, except anyone who was or is (i) a director, officer or employee of the Atlantic Film Festival Association (the "AFF"), the Challenge Sponsors (including, without limitation, Empire Theatres, Halifax Film, a DHX Media Company (Animation Challenge), ViewFinders (Movie Challenge), Nova Scotia Power and Conserve Nova Scotia (Green Screen Challenge); collectively, the "Sponsors"), or any of their respective parents, affiliates, subsidiaries, franchisees, advertising or promotional agencies or service providers; (ii) a member of the immediate family (including mother, father, sister, brother, daughter, son or spouse) of any such person, regardless of where they live; or (iii) domiciled with any such person, whether related or not.
2. An eligible individual or a group of eligible individuals (each, an "Entrant") may submit an entry in the Challenge. A group of eligible individuals (an "Entrant Group") may have any number of members; however, each Entrant Group must specify a primary contact person for purposes of all communication with Challenge organizers.
3. Any Entrant or any member of an Entrant Group who does not meet the eligibility criteria described in these Rules and Regulations will be ineligible to be selected as a prize winner.

HOW TO ENTER

4. Challenge entry forms will be available online from date it goes online, until March 26, 2010, at 5:00 p.m. AST, on the AFF website (www.atlanticfilm.com/view).
5. Only complete Challenge entries will be accepted. A complete Challenge entry (a "Submission") consists of three things:
 - A. an entry form, completed legibly and in full;
 - B. the Declaration and Release, completed legibly and in full; and
 - C. the Entrant's film submission (the "Movie").

Note that the Declaration and Release must be completed and signed by the Entrant and his or her parent or legal guardian. In the case of an Entrant Group, the Declaration and Release must be completed and signed by each member of an Entrant Group and their respective parents or legal guardians. All signatures must be original and in ink.

All Submissions must be received by or before Friday, March 26, 2010, at 5:00 p.m. AST (the "Challenge Closing Date"), at the following address:

The ViewFinders Movie, Animation & Green Screen Challenge
 c/o The Atlantic Film Festival
 1601 South Park Street
 Halifax, Nova Scotia, B3J 1L2

Submissions to the Green Screen Challenge will automatically qualify for the ViewFinders Movie Challenge or the ViewFinders Animation Challenge presented by Halifax Film, a DHX Media Company. Any Submission received after the Challenge Closing Date is void and ineligible for prizes in the Challenge.

SELECTION OF WINNERS

7. A Movie or Animation must meet the conditions set out below in order to be eligible to be a prize winner in the Challenge. Any Movie or Animation which does not comply with those conditions will not be eligible to win any prize in the Challenge.

- The Movie or Animation must be an original work created by the Entrant or Entrant Group.
- The Movie or Animation must not contain coarse language, violence, nudity, sexual content or content that might be inappropriate or offensive for young viewers, as determined in the sole discretion of the Finalists Committee referred to in Paragraph 9 of these Rules and Regulations;
- The Movie or Animation (including title and credits) must not be more than 5 minutes in length;
- The Movie or Animation must be submitted on DVD (no other formats will be accepted);
- The Movie or Animation must be completed without professional assistance (mentoring by an adult, whether professional or non-professional, is permitted, but all hands-on work must be completed by the Entrant);
- No part or the whole of a Movie or Animation shall breach any copyright. Music must be original copyright, copyright with permission, or public domain.

8. The Top Ten in each category will be screened during ViewFinders: International Film Festival for Youth, April 20-24, 2010.

9. A committee consisting of AFF representatives and Sponsor representatives (collectively, the "Finalists Committee") will review all eligible Movies and Animation, and will select up to ten (10) Movies and Animation to proceed to the final screenings based on the criteria described in Paragraph 16 of these Rules and Regulations (the "Finalists"). Movies and Animation not selected by the Finalists Committee will not be screened at the screenings. An Entrant (or the contact person for Entrant Groups, as applicable), who has been selected as a Finalist will be notified by the AFF on or before April 9, 2010, and will be entitled to one (1) free admission ticket to the respective Screening for the Entrant, or, in the case of an Entrant Group, one (1) free admission ticket to the respective screening for each member of the Entrant Group, up to a maximum of four (4) free admission tickets per Entrant Group.

10. First, Second and Third Prize winners for each Challenge will be determined by the ViewFinders Movie, Animation & Green Screen Challenge Committee, which may include but is not limited to employees of the Sponsors and the Atlantic Film Festival Association.

11. The Entrant or, in the case of an Entrant Group, at least one (1) member of the Entrant Group, from each of the Finalists should be present at the respective screening, along with a parent or legal guardian (each, a "Representative"), in order to remain eligible to win a prize. Given that some entries may be coming from provinces other than Nova Scotia and the awards are presented in Halifax, Top Ten finalists are required to contact ViewFinders and advise of their ability to come to the screenings and award presentations.

12. A "People's Choice Award" will be determined at the respective screening based on audience votes. Subject to these Rules and Regulations, First, Second and Third Prize winners will be eligible to win the "People's Choice Award". One ballot per audience member will be distributed upon entrance to the theatre at the respective screening, and the audience members will be instructed by a representative of the AFF on the voting process. Ballots will be collected once all the Top Ten have been screened. Tabulation will take place at the respective screening by AFF staff members, and the winner of the "People's Choice Award" will be announced immediately following completion of such tabulation.



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13. The ViewFinders Movie Challenge prizes are as follows: CDN \$1,000.00 for the "People's Choice Award"; CDN \$500.00 for the First Prize winner; CDN \$250.00 for the Second Prize winner; and CDN \$100.00 for the Third Prize winner.

The Animation Challenge prizes are as follows: CDN \$1,000.00 for the "People's Choice Award"; CDN \$500.00 for the First Prize winner; CDN \$250.00 for the Second Prize winner; and CDN \$100.00 for the Third Prize winner. The Green Screen Challenge prizes are as follows: CDN \$1,000.00 for the "People's Choice Award"; CDN \$500.00 for the First Prize winner; CDN \$250.00 for the Second Prize winner; and CDN \$100.00 for the Third Prize winner. In the case of a winning Entrant Group, only one prize will be awarded per winning Entrant Group. Prizes will be awarded to the winning Entrant or, if applicable, to the winning Entrant Group (and not to the individual members of the winning Entrant Group). Distribution of the prize among the individual members of an Entrant Group is at the Entrant Group's sole discretion.

14. The winning Entrant and/or the winning Entrant Group's Representative (on behalf of the Entrant Group), as applicable, shall accept the prize, and such acceptance shall constitute a full and final release by the Entrant and all individual Entrant Group members of the parties described in Paragraph 28 of these Rules and Regulations.

15. Broadcast of the Movie and Animation is at the sole discretion of each of the Atlantic Film Festival. Any broadcast of Movies and Animation by the Atlantic Film Festival may describe the Movies and Animation as participants in the Movie, Animation & Green Screen Challenges.

16. Movies and Animation will be evaluated on the following criteria, which will be given equal weighting: (1) creativity and originality (1-20 points); (2) storyline (1-20 points); (3) direction (1-20 points); (4) production values (1-20 points); and (5) technique (1-20 points). All decisions of the Finalists Committee and the ViewFinders Youth Jury are final and binding. In the event of a tie, the Animations and Movies will be re-judged by the Finalists Committee and/or the ViewFinders Youth Jury, as the case may be, based on the criteria outlined above in a tie-breaking competition.

17. Once received by the AFF, all Submissions become the property of the AFF and will not be returned.

18. The AFF reserves the right to withdraw or terminate the Challenge at any time, for any reason without prior notice.

19. Each Entrant, each member of an Entrant Group and their respective parents or legal guardians must complete the Declaration and Release and submit it to the AFF (in addition to the Movies or Animation and the completed entry form) prior to the Challenge Closing Date, confirming eligibility and compliance with these Rules and Regulations and releasing various parties described therein and in Paragraph 25-26 of these Rules and Regulations.

GENERAL CONDITIONS OF PARTICIPATION

20. Any entry form for a Movie or Animation which is submitted in more than one name, is not a complete entry form, or was obtained through fraudulent means or was in anyway tampered with, forged, manipulated, unintelligible, illegible, incomplete or mechanically or electronically reproduced may, at the sole discretion of the AFF, be declared void.

21. Neither the AFF nor the Sponsors shall be responsible for Submissions which are lost, late, delayed, destroyed, misidentified, misdirected, contain inaccurate information or are delayed for any reason. Proof of mailing or delivery to a courier does not constitute proof of delivery. Neither the AFF nor the Sponsors assume responsibility for any damage to the whole or any part of any Submission, however caused or arising, or for incorrect or inaccurate entry information, technical malfunctions, human or technical errors, printing errors, omissions, interruptions, deletions, defects or failures of any telephone or computer line or network, computer equipment, software or any combination thereof, whether originating from sender or recipient, relating to the whole or any part of any Submission.

22. Neither the AFF nor the Sponsors shall be held responsible for any problems, errors or negligence that may arise or occur in connection with the Challenge, including but not limited to any damage to an Entrant's computer equipment, computer system, software or any combination thereof, as a result of the Entrant's participation in the Challenge.

23. All cash prizes are payable by cheque in Canadian funds. All prizes must be accepted as awarded. Prizes are non-transferable. All taxes, or government levies, or both, on prizes are solely the prize winner's responsibility.

24. By participating in the Challenge, Entrants agree to fully abide by and be bound by these Rules and Regulations and by the decisions of the AFF and the Finalists Committee, which decisions are final, binding and conclusive in all respects.

25. By participating in the Challenge, Entrants agree to provide such information and full cooperation to the AFF and the Finalists Committee, as the case may be, as such entity or organization may request or require in order to verify an Entrant's eligibility and compliance with these Rules and Regulations. If it is determined by any of the AFF and/or the Finalists Committee that an Entrant is ineligible or has not complied with these Rules and Regulations in any respect, the Entrant's Submission will be declared void and ineligible. Any prize already paid to an Entrant or an Entrant Group in respect of a Movie or Animation which, at a later date, is declared void and ineligible will be forfeited and repaid to the AFF. The forfeited prize will be awarded to the Movie or Animation which was rank ordered immediately below the Movie or Animation whose prize has been forfeited. In such event, the Movies or Animation that were shown at the respective screening will move up in their rank order.

26. Entrants are responsible for all costs associated with any aspect of their Submissions, including and any and all costs related to the preparation and submission of the Movie or Animation in the Challenge, and, in the event that they are selected as Finalists or winners, all costs of meals, accommodation, and transportation to and from the Screening. Entrants waive the right to assert against the AFF and/or the Finalists Committee, or any Sponsor, as a cost of winning any prize, any and all costs of travel to obtain said prize, including all costs of meals, accommodation, and transportation to and from the Screening, and any liability that might arise from obtaining said prize.

27. Any prize will be awarded to an Entrant's parent or legal guardian in trust for the prize winner.

28. Every Entrant (and, in the case of an Entrant Group, each member of an Entrant Group) and his/her parent or legal guardian agree to release the AFF, the Finalists Committee, the Sponsors, and each of their respective parents, affiliates, subsidiaries, franchisees, advertising or promotional agencies and service providers, and each of their respective directors, officers, employees and agents, from and against any and all liability or legal action of any kind whatsoever concerning the Challenge, their Submission, and awarding or the receipt, use or misuse of any prize.

29. By entering the Challenge, each Entrant irrevocably consents to the use by the AFF, the Sponsors or any of their respective parents, affiliates, subsidiaries, franchisees, advertising or promotional agencies or service providers of his/her name, address (city, province) and/or voice, photograph, videotape, or any likeness for advertising or publicity purposes in any medium, including the Internet, and to the use of statements made by or attributed to him/her relating to the AFF or the Challenge, without notice or compensation.

30. Each Entrant irrevocably consents to the right of the Atlantic Film Festival to copy, distribute, edit, adjust, modify, abridge, condense, publish and/or excerpt portions of his/her Movie or Animation and to publish, transmit, broadcast, perform and display it in all formats and media, including, without limitation, the Internet, without notice or compensation.

31. The AFF reserves the right to terminate or amend the Challenge in any way at any time, without notice, should any factor interfere with the fair and proper conduct of the Challenge as contemplated by these Rules and Regulations. If any factor beyond the reasonable control of the AFF or the Sponsors makes it impractical or impossible to hold the respective screening, then the AFF shall have the right to cancel the respective screening, without notice. The People's Choice Award of CDN \$1,000.00 will then be split between the previously awarded top three prize winners as follows: CDN \$500.00 to the First Prize winner; CDN \$300.00 to the Second Prize winner; and CDN \$200.00 to the Third Prize winner. It is the responsibility of each Entrant to ensure that he/she complies with all of the conditions and requirements contained in these Rules and Regulations.

