



CELEBRATION

**Pier 1 Imports®/
UNICEF/Owlkids
Greeting Card Contest**



Draw a picture. Make the world better.

1. If you're 14 or younger as of November 25, 2013, use the blank space below to draw your best holiday scene. This year's theme is "A Joyous Celebration" so use your picture to show us what that theme means to you.
2. If your drawing wins, it will be printed as an official UNICEF holiday card and sold at Canadian Pier 1 Imports' stores nationwide. You'll also receive a \$5,000 scholarship, and your school will receive \$500 worth of art supplies. Best of all, 100% of the proceeds from the winning card will go to UNICEF Canada to help improve the lives of children all over the world.
3. Make sure you read the complete instructions and rules on the back, then send us your entry by November 25, 2013.

Artist's Name _____

Artist's Age as of November 25, 2013 _____

Parent's Name _____

Home Address _____

City _____

Province _____ Postal Code _____

Artist's School _____

Parent's Work Phone _____

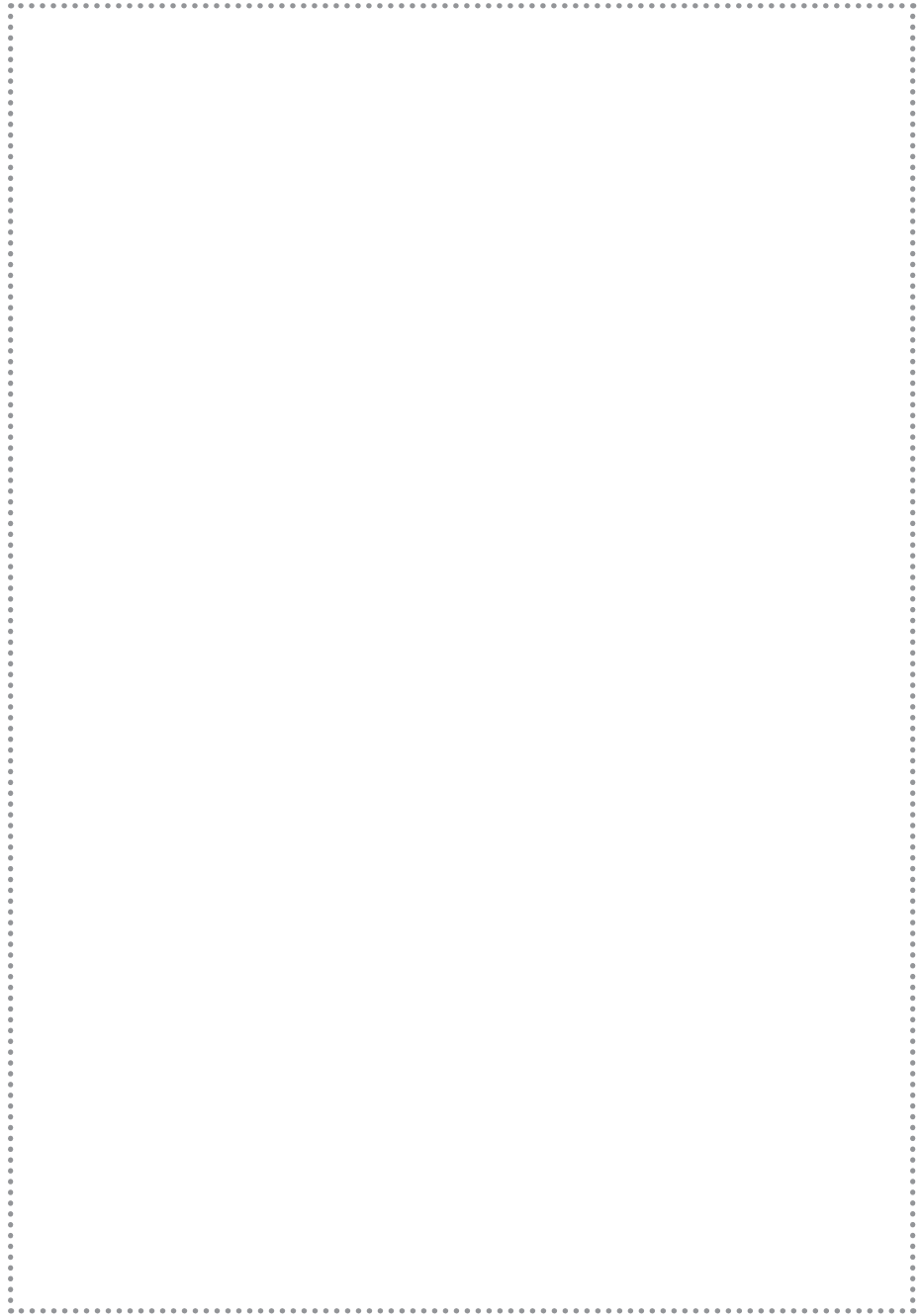
Home Phone _____

Parent's Email Address _____

May we send you emails to let you know about future projects with UNICEF?

Yes No

To claim the prize the entrant must correctly answer a time-limited mathematical skill-testing question.



Pier 1 Imports®/UNICEF/Owlkids Greeting Card Contest
Sponsored by Canadian UNICEF Committee, Pier 1 Imports (U.S.), Inc. and Owlkids
OFFICIAL CONTEST RULES - NO PURCHASE NECESSARY TO ENTER OR WIN

1. Description of contest: The purpose of the Pier 1 Imports/UNICEF/Owlkids Greeting Card Contest is to select one winning design created by a participating child. The one winning design will be printed and reproduced by the Canadian UNICEF Committee as a greeting card design to be sold exclusively at Pier 1 Imports stores in Canada. Eligible contestants are invited to draw a card that depicts their interpretation of the theme "A Joyous Celebration." The proceeds from the sale of the winning design greeting cards at Pier 1 Imports stores during the 2014 holiday season go directly to the Canadian UNICEF Committee.

2. Eligibility: All children ages 14 and under as of November 25, 2013, and who are Canadian residents are eligible to participate. The immediate family members of employees of the United Nations, UNICEF, the Canadian UNICEF Committee, Pier 1 Imports, Bayard Presse Canada Inc., their representatives, agents and their affiliated entities, members of the selection jury and any persons with whom any of the foregoing are domiciled are not eligible to participate.

3. How to enter:

a. Beginning November 2, 2013, official entry forms can be obtained for free, no purchase necessary, by visiting any Pier 1 Imports location in Canada. For the location of your nearest Pier 1 Imports store, call 1-800-447-4371 or visit the Pier 1 Imports website, www.pier1.ca. If you are unable to visit a Pier 1 Imports location you may obtain an entry form by calling the Canadian UNICEF Committee at 1-800-308-3248 ext. 8869. You may also print the entry form and contest rules from the Pier 1 Imports website, www.pier1.ca, the Canadian UNICEF Committee website, www.unicef.ca, or the Owlkids website, www.owlkids.com. Please do not submit any information via the Internet. Sponsors cannot accept and will assume no responsibility for information received via the Internet or email.

b. Pencil, pen, crayon, colour markers and paints are permitted. Computer or other machine-generated artwork will not be accepted. Artwork must be original to the child entering the contest, not previously published and not copied.

c. Only one entry per child. All entries must be received by 23:59:59 November 25, 2013.

d. Affix first-class postage on an envelope of appropriate dimensions to accommodate the completed entry form without excessive bending or folding.

Mail the official Entry Form to:

**Pier 1 Imports/UNICEF/Owlkids
Greeting Card Contest**

Pier 1 Imports

3135 Highway #7

Markham, Ontario L3R 0T9

e. Entries returned directly to Pier 1 Imports stores or sent via the Internet will not be accepted. Photocopied or mechanically reproduced entries will not be accepted.

f. Upon entry, all cards, artwork and related intellectual property rights, including but not limited to copyright, become the sole property of the Canadian UNICEF Committee, without compensation to entrant. Upon entry each participating contestant irrevocably waives all moral rights respecting the cards and artwork. The entry cards will not be returned to the entrant. Entries may, throughout the contest and thereafter, be distributed, used, exhibited, donated, sold, auctioned, and/or displayed by Pier 1 Imports, the Canadian UNICEF Committee and Bayard Presse Canada Inc. (including, but not limited to, reproduction and display on the Pier 1 Imports website, the Canadian UNICEF Committee website and the Owlkids website) and will be disposed of at the discretion of the Sponsors, which rights are granted by an entrant to the Sponsors upon entry, all without notice or compensation to entrant.

4. Winner selection: Entries will be judged by a jury of representatives of Pier 1 Imports, the Canadian UNICEF Committee and Bayard Presse Canada, Inc. on the creativity and quality of expression in depicting the theme "A Joyous Celebration." The winners will be selected and notified by phone and/or mail on or about January 3, 2014. An eligible contestant who is selected must correctly complete a time-limited mathematical skill-testing question administered by telephone in order to be deemed a winner. All decisions of the judges are final. Odds of

winning based on number of entries received. For a list of prize winners, send a separate, self-addressed, stamped envelope to UNICEF Contest Winners List, Pier 1 Imports, 3135 Highway #7, Markham, Ontario L3R 0T9, before November 25, 2013. Fan's Choice Prize Winner Selection: Representatives of Pier 1 Imports and the Canadian UNICEF Committee will select up to 10 entries based on their creativity and quality of expression in depicting the theme "A Joyous Celebration" to be part of the Fan's Choice online contest. The entries selected will be posted on www.pier1.ca, and visitors to the website may follow the links and instructions to vote on their favorite entry. The card entry with the most online votes will be deemed the Fan's Choice Prize Winner. Online voting will begin on or about December 16, 2013 and stop on or about January 1, 2014. The Fan's Choice winner will be selected and notified by phone and mail on or about January 3, 2014.

5. Prizes:

a. Five finalists will be selected from the entries.

b. From the five finalists, one grand prize will be awarded to a participating child who is 14 years or younger as of November 25, 2013. The grand prize consists of: (1) selection of the child's artwork to appear on UNICEF greeting cards during the 2014 holiday season; (2) \$5,000 scholarship; (3) \$500 worth of art supplies for the winner's school; and (4) a one year gift subscription for the grand prize winner and for his or her school to one of Chirp, chickaDEE or OWL magazine.

c. The four remaining finalists will be notified on or about January 3, 2014. Each will receive (1) an Owlkids surprise gift pack, and (2) a one year gift subscription for themselves and for their school to one of Chirp, chickaDEE or OWL magazine. In accordance with Canadian law, no charitable receipt for income tax purposes can be issued to the five finalists.

d. The Fan's Choice Prize consists of \$500 in art supplies for the Fan's Choice winner. Total retail value of the Fan's Choice Prize is \$500.

e. All prizes will be donated by Pier 1 Imports, the Canadian UNICEF Committee, and Bayard Presse Canada Inc. All prizes are non-transferable and nonrefundable. No prize substitutions or redemptions.

f. The grand prize winning greeting card will be printed, reproduced and sold by the Canadian UNICEF Committee and is subject to interpretation and modification. Without any further compensation to the grand prize winner, Pier 1 Imports and the Canadian UNICEF Committee will each have the right to reproduce and sell the grand prize winning greeting cards through its company operated stores, and also the right along with the Canadian UNICEF Committee to use reproductions of the grand prize winning card as a Pier 1 Imports official corporate greeting card for the 2014 holiday season and in connection with future Canadian UNICEF Committee promotional campaigns. The proceeds from such Pier 1 Imports sales will be contributed to the Canadian UNICEF Committee.

6. Additional terms and conditions:

a. Contest subject to all federal, provincial and local laws and regulations. This contest is void where prohibited. Applicable taxes, if any, are the responsibility of the winners.

b. Entry constitutes agreement with all of the foregoing rules and terms, and also constitutes permission to use the winner's and parent's or legal guardian's name, likeness, contest card entry and information contained therein, artwork, statements, quotes, testimonials, photographs, and name of hometown for promotional purposes, including but not limited to posting of such information and reproduction and display of the winner's card on the Sponsors' websites, except where prohibited by law. Failure to comply with the contest rules may result in the entrant's disqualification.

c. Sponsors are not responsible for: (1) lost, stolen, illegible, torn, damaged, late, incomplete or misdirected entries; (2) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures or difficulties; and (3) any condition caused by events beyond the control of the Sponsors which may cause the contest or the awarding of prizes to be disrupted or impractical of being completed. Sponsors reserve the right to suspend and/or cancel the contest should causes beyond their control interfere with the administration, security

or proper conduct of the contest. Sponsors will only collect personal information which is sufficient to determine and identify the grand prize winner and will contact the grand prize winner's parent or guardian only. The Sponsors will not retain any personal information following the conclusion of the contest other than that required specifically for the due operation of the contest. The Sponsors will not use the personal information collected herein for any other purpose.

d. This contest is offered only in Canada. Except as required pursuant to Quebec law, Ontario law will apply in the event of any disputes relating to or arising from the Contest and the Ontario courts shall have nonexclusive jurisdiction over all such disputes. In the case of the prize winners resident in the Province of Quebec, any litigation respecting the conduct or organizing of a publicity contest may be submitted to the Régie des alcools des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties to reach a settlement.

e. The collection and use of personal information of the entrants and their parents and/or legal guardians by the Sponsors will be subject to the UNICEF Canada Privacy Policy. A copy of the UNICEF Canada Privacy Policy can be obtained by writing to the Canadian UNICEF Committee at the address below or at www.unicef.ca/legal.

f. A copy of the latest financial report for the Canadian UNICEF Committee may be obtained by writing to: Canadian UNICEF Committee, 2200 Yonge Street, Suite 1100, Toronto, ON M4S 2C6.

7. Sponsored by:

Canadian UNICEF Committee, 2200 Yonge Street, Suite 1100, Toronto, ON M4S 2C6; Pier 1 Imports (U.S.) Inc., 3135 Highway #7, Markham, Ontario L3R 0T9; Owlkids (Division of Bayard Presse Canada Inc.), 10 Lower Spadina Ave., Suite 400, Toronto, Ontario M5V 2Z2. The French language version of the contest rules and official entry form are available by calling toll free 1-800-308-3248 ext. 8842. You may also print the entry form and contest rules from the Pier 1 Imports website, www.pier1.ca, the Canadian UNICEF Committee website, www.unicef.ca, or the Owlkids website, www.owlkids.com. Une version française des règles du concours, la trousse de participation officielle et la fiche d'inscription officielle sont disponibles au 1-800-308-3248 poste 8842.