

CF Holiday Decor Contest CF Market Mall

OFFICIAL CONTEST RULES

Open to residents of only

NO PURCHASE NECESSARY TO ENTER TO WIN. Contest begins: 12:00 am EDT December 5, 2025. Contest ends: 11:59 pm EDT December 15, 2025. Open to legal residents of Canada who are of the age of majority in their province of residence at the time of entry. There is 1 prize to be won. Each prize consists of 2 CF SHOP! card® valued at \$375 each for a total prize value of \$750. The total retail value of all prizes is \$750. Odds of winning depend on the total number of eligible entries. Winners will be chosen on or about December 19, 2025. Skill-testing question required. To enter, follow us on Instagram at cfmarketmall and post a photo of yourself and at least one other person at CF Market Mall in front of the holiday decor to your Instagram Story and tag cfmarketmall. For a bonus entry, follow us on Instagram cfmarketmall and post a photo of yourself and at least one other person at CF Market Mall in front of the holiday decor to your Instagram Feed and tag cfmarketmall. Your Instagram account must be Public for the duration of the contest. An Instagram account may only be used once to make an entry (no bulk entries or entries on behalf of more than one person). You may not create multiple accounts to enter. You are responsible for complying with all Instagram rules regarding the use of your account. Sponsored by The Cadillac Fairview Corporation Limited.

THESE OFFICIAL RULES CONTAIN A RELEASE AND AFFECT YOUR LEGAL RIGHTS. READ CAREFULLY.

1. **SPONSOR.** The contest is a CF SHOP! card® promotional draw sponsored by The Cadillac Fairview Corporation Limited, 20 Queen Street West, 5th Floor, Toronto, ON, M5H 3R4 (the "**Sponsor**").
2. **NO PURCHASE NECESSARY.** There is no purchase necessary to enter the contest or to win a prize.
3. **COMPLIANCE WITH OFFICIAL RULES.** By participating in this contest, you agree to comply with and be bound by these Official Rules. If you do not comply with any of these Official Rules, you may be disqualified at the sponsor's sole discretion. All decisions of the sponsor are final in all respects.
4. **PRIZES.** There is one (1) prize to be won. Each prize consists of two (2) CF SHOP! cards® valued at three hundred and seventy five dollars (\$375) each for a total prize value of seven hundred and fifty dollars (\$750). The total retail value of all prizes is seven hundred and fifty dollars (\$750). Prizes must be accepted as awarded and cannot be redeemed for cash. The CF SHOP! card® is a gift card which can be redeemed at shopping, dining, and entertainment destinations within Cadillac Fairview shopping centres across Canada. CF SHOP! card® Terms and Conditions can be found [here](#).

5. **ODDS OF WINNING.** Odds of winning depend on the total number of eligible entries received during the contest period.
6. **ELIGIBILITY.** To be eligible to win, you must be a legal resident of Canada and of the age of majority in your province of residence at the time of entry. You cannot enter the contest if you are an employee of the sponsor or its company affiliates or an immediate family member of an employee of the sponsor or its company affiliates. Immediate family means mother, father, brother, sister, son, daughter, or common law partner or spouse.
7. **CONTEST PERIOD.** Contest period begins on December 5, 2025 at 12:00 am EST and ends on December 15, 2025 at 11:59 pm EST.
8. **HOW TO ENTER.** To enter, follow us on Instagram at cfmarketmall and post a photo of yourself and at least one other person at CF Market Mall in front of the holiday decor to your Instagram Story and tag cfmarketmall. For a bonus entry, follow us on Instagram cfmarketmall and post a photo of yourself and at least one other person at CF Market Mall in front of the holiday decor to your Instagram Feed and tag cfmarketmall. Your Instagram account must be Public for the duration of the contest. An Instagram account may only be used once to make an entry (no bulk entries or entries on behalf of more than one person). You may not create multiple accounts to enter. You are responsible for complying with all Instagram rules regarding the use of your account.
9. **PROHIBITED CONDUCT.** It is prohibited to enter or to attempt to enter the contest other than as expressly permitted by these Official Rules, including through the use robotic, automatic, or programmed methods or the creation of multiple accounts or identities. It is prohibited to include any of the following in a contest entry: vulgar or offensive content, promotion of hatred or discrimination, or promoting or describing violent, illegal, unethical or immoral content.
10. **WINNER SELECTION.** Potential winners will be selected by a random drawing from all eligible entries on or about December 19, 2025 at 11:00 a.m. EST at 20 Queen Street West, Suite 500, Toronto, Ontario, M5H 3R4. Potential winners will be notified as soon as feasible by direct message via the Instagram account used to enter the contest. In order to be declared a winner, potential winners must: (a) correctly answer a skill-testing question administered by the sponsor and (b) return a completed release form that will require the potential winner to confirm the potential winner's eligibility and identity and confirm the potential winner's release of the sponsor, its affiliated companies or agents, its respective advertising or promotional agencies from all injury or damage caused or alleged to be caused by entering or participating in this contest or the use or redemption of a prize. Failure to respond within forty-eight (48) hours of being notified with a correct response to the skill-testing question and the release form may result in forfeiture of the prize and another random selection will take place and process repeated until all prizes have been awarded.
11. **DELIVERY OF PRIZE.** Arrangements for delivery of the prize will be made with the winner once the potential winner has fulfilled all requirements of these Official Rules.

Delivery will occur within fourteen (14) days of being declared a winner. Delivery may require the winner to visit one of the sponsor's properties at the winner's own expense. Failure to accept delivery or to claim a prize may result in forfeiture of the prize.

12. **DISPUTES REGARDING IDENTITY OF WINNER.** If the identity of a potential winner is disputed, the sponsor may, in its sole discretion, deem the entry to have been submitted by the individual assigned to the Instagram account associated with the entry.
13. **RELEASE.** By entering the contest, you fully release the sponsor, its affiliated companies or agents, its prize suppliers, and their respective advertising or promotional agencies from all liability of any kind relating to the contest, including, without limitation, any liability related to: (i) any technical malfunction or other problems that interfere with your entry; (ii) the failure of your entry or other information to be received, delivered, captured or recorded for any reason; (iii) any injury or damage to your or any other person's property; and (iv) the use or redemption of a prize.
14. **SPONSOR'S RIGHTS.** The sponsor reserves the right to modify or suspend the contest if the sponsor determines that there has been a printing error or technical malfunction or the security, integrity or proper administration of the contest has been compromised for any reason. The sponsor reserves the right to cancel, amend or suspend this contest, or to amend these Official Rules for any reason. The sponsor reserves the right to provide an accommodation to an entrant if requested by the entrant and if required to avoid unlawful discrimination or a breach of applicable law. Requests for accommodation must be received by the sponsor during the contest period at contests@cadillacfairview.com.
15. **PHOTO/VIDEO SUBMISSIONS.** If this contest includes posting or submitting a photo or video, you represent and warrant that the photo or video is your original work, each person appearing in the photo or video is of the age of majority and consents to your use of the photo or video, and your photo and video does not infringe the copyright, trademark or other intellectual property right of any third party. By posting the photo or video submission, you agree that the sponsor or the sponsor's agents may reshare, like, comment on and otherwise interact with the photo or video submission for any purpose subject only to the social media platform's rules.
16. **PERSONAL INFORMATION.** Personal information is collected by the sponsor and its affiliates for the purposes of administering the contest, publishing a list of winners and fulfilling prize requirements. In addition, we may combine this information with other information collected about you when you use our other services or interact with us. We may use this combined information for the purposes described in our privacy policy, available at: <http://www.cadillacfairview.com/privacy-policy/>. If you have a privacy question or concern, you may contact our Chief Privacy Officer at cfprivacy@cadillacfairview.com or 20 Queen Street West, Suite 500, Toronto Ontario M5H 3R4.

17. **NOTICE CONCERNING INSTAGRAM.** This contest is not sponsored, endorsed or administered by, or associated with Instagram. The owners and operators of Instagram are completely released from all liability by each entrant in this contest. Any questions, comments or complaints regarding the contest must be directed to the sponsor and not Instagram.
18. This contest is subject to applicable federal, provincial, and municipal laws, and is void where prohibited by law.
