

Parent Life Network - Chance to Win Your Baby Registry 2026 Contest Rules

This contest is open to Canadian residents only. No purchase necessary to enter or win.

Contest Details

The contest runs from January 1, 2026 at 12:00 a.m. Eastern Time to December 31, 2026 at 11:59:59 p.m. Eastern Time. The sponsor is 55 Rush Inc., parent company of Parent Life Network, located at 300-174 Spadina Ave. Toronto, ON, M5T 2C2. The prize draw will take place on January 8, 2027 at 2:00 p.m. Eastern Time in Toronto, Ontario. By entering, you agree to follow these rules.

Who Can Enter

You can enter this contest if you are a legal resident of Canada who has reached 18 years of age or older as of the date you enter. Canadian residents may be residing anywhere in the world at the time of entry.

You cannot enter if you are an employee, officer, director, agent, representative, or family member of 55 Rush Inc., Parent Life Network, or their advertising and promotion agencies, or if you live with someone who is. By entering, you agree to follow these rules and all applicable laws.

If there's a dispute about who submitted an entry, we'll consider it submitted by the person who owns the email address used. That means the person to whom the email address is assigned by the email provider or organization.

Prize

There is one grand prize of up to \$2,500. The winner will receive a cheque for the total value of their submitted baby registry up to a maximum of \$2,500. All amounts in these rules are in Canadian dollars.

You are responsible for paying any applicable taxes and reporting any taxable income associated with the prize. The prize cannot be substituted for cash or transferred to a third party. The actual value of the prize may differ at the time of award.

How to Enter

There are two ways to enter this contest.

Method 1: Online Entry. You must create an online baby registry at any retailer that offers online registries. We recommend Amazon for the best prices, widest selection, and ease of creation. Make sure your registry is searchable by your name or by the email address you use to create your Parent Life Network account. Keep your registry active until the winner is drawn on January 8, 2027.

After you create your registry, tell us where to look for it by doing one of the following: enter the registry location in the text box on the contest entry page on Canada's Luckiest Baby, reply to an email from Parent Life Network that includes information about this contest, or email registries@parentlifenetwork.com with your registry details. By submitting your registry information to Parent Life Network in this manner, you are agreeing to these contest rules.

Method 2: Mail-In Entry. Write your full name, email address, phone number, complete mailing address including postal code, and signature on a plain white piece of paper no larger than 8.5 by 11 inches. Include a request to be registered and entered into the contest. Mail it in an envelope with sufficient postage to: Contest Administrator, Parent Life Network, 300-174 Spadina Ave, Toronto, ON, M5T 2C2, Attention: Parent Life Network - Win Your Baby Registry Contest.

Your mail-in entry must be postmarked during the contest period and received by no

later than January 7, 2027. We are not responsible for lost, stolen, delayed, illegible, damaged, misdirected, or destroyed mail-in entries. Each mail-in entry must be sent in a separate envelope. Mass mailings in the same envelope will be void.

Entry Restrictions: You can only register once for this contest, regardless of which method you use. Your entry must contain complete and accurate information. Using multiple names, email addresses, identities, or accounts to enter more than once is not allowed and may result in all of your entries being disqualified. Incomplete entries or entries with false information will be disqualified.

How Winners Are Selected

On January 8, 2027 at 2:00 p.m. Eastern Time in Toronto, we will randomly select one entry from all eligible entries received during the contest period. The person who owns the selected entry will be eligible to win the prize, subject to verification and compliance with these rules.

Your odds of winning depend on the total number of eligible entries we receive.

Winner Verification Process

We will attempt to contact the selected winner by email using the information provided when you entered, within two days of the draw date. If we can't contact you within five days of when we notified you, you may be disqualified and forfeit all rights to the prize. We may then randomly select an alternate winner. We are not responsible if you don't receive our notification due to spam filters, incorrect contact information, or other email delivery issues.

To be declared the winner, you must correctly answer a time-limited math skill-testing question without any assistance and sign and return a legal release form within five business days of notification by email. The release form confirms you followed the rules, accepts the prize as awarded, releases us from liability, and lets us use your name, image, likeness, and statements about the prize for publicity and promotional purposes.

without additional compensation.

If you can't meet these requirements, you'll be disqualified and we may select a new winner. Receiving the prize is conditioned on your compliance with all applicable federal and provincial laws. Any violation of these rules will result in your immediate disqualification.

Prize Delivery

We or our representatives will mail the prize to your registered address. Please allow six to eight weeks from the draw date for delivery.

Important Terms

Legal Stuff: This contest follows all applicable Canadian federal, provincial, territorial, and local laws and regulations.

Checking Your Info: We can verify your identity and eligibility at any time. If we can't verify you to our satisfaction, you may be disqualified and won't be eligible to win. The time recorded on our contest servers in Eastern Time will be the official time for determining when entries are received.

Technical Problems: We're not responsible for technical issues including website failures, server malfunctions, computer problems, telephone network issues, internet service interruptions, access provider problems, computer equipment or software failures, traffic congestion on the internet, unauthorized human intervention, or electronic or human errors in contest administration. We're also not responsible for any injury or damage to your computer or any other person's computer related to participating in the contest.

Prize Rules: The prize must be accepted as awarded and cannot be transferred to someone else except at our sole discretion. Any costs not specifically included in the prize are your sole responsibility. If you don't use any part of your prize, that portion will

be forfeited and nothing will be substituted in its place. We can place reasonable restrictions on prize availability or substitute a prize of equal or greater value. By accepting the prize, you agree not to hold us responsible if the prize doesn't prove satisfactory.

Contest Changes: We may cancel, terminate, modify, suspend, or amend this contest at any time if circumstances beyond our control such as errors, technical problems, computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes interfere with the proper conduct of the contest. We may also adjust dates and timeframes as needed for verification purposes or due to technical problems. If someone tries to damage the website or undermine the legitimate operation of the contest, we may disqualify them and seek legal damages to the fullest extent permitted by law.

We May Disqualify Entries: We can disqualify anyone who tampers with the entry process, violates these rules, or attempts to enter using multiple identities, IP addresses, or automated systems like bots, macros, or scripts.

Limitation of Liability: By entering, you release and hold harmless 55 Rush Inc., Parent Life Network, and their subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage arising directly or indirectly from your participation in the contest, acceptance or use of any prize, technical failures of any kind, unavailable transmissions or internet service, unauthorized human intervention, or electronic or human error in contest administration.

Using Your Name and Image: By entering, you give us and our affiliates permission in perpetuity to publish, display, reproduce, modify, edit, or otherwise use your name, photograph, image, likeness, biographical information, any statements you make about the prize, your place of residence, and your voice for advertising and promotional purposes in any manner and in any medium including the internet without any compensation or further notification. Anything created by us that is derived from your voice, photograph, image, likeness, or statements is owned by us or our affiliates. You

release us from any claims related to publicity rights, defamation, invasion of privacy, copyright infringement, or trademark infringement. If you don't want us to use your information for anything other than running the contest, contact us at 300-174 Spadina Ave, Toronto, ON, M5T 2C2.

Your Personal Information: We'll use your information to run the contest according to our privacy policy at <http://55rush.com/privacy>. To read the complete privacy policy, visit our website.

Disputes: This contest is governed by Canadian law. By participating, you agree that any disputes will be resolved individually without class actions exclusively before a court in Toronto, Ontario. You waive all rights to claim punitive, incidental, or consequential damages including attorney's fees other than your actual out-of-pocket entry costs. You also waive all rights to have damages multiplied or increased.

Our Decisions Are Final: All decisions made by 55 Rush Inc. and Parent Life Network regarding this contest are final and binding on all participants without right of appeal.

Social Media: This contest is not sponsored by, endorsed by, administered by, or associated with Facebook, Twitter, or any other social media platform. You provide your information to us, not to these platforms. Any questions, comments, or complaints about the contest must be directed to us, not to social media platforms.