

Canada's Luckiest Baby 2026 Contest Rules

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

Contest Details

The contest runs from January 1, 2026 to December 31, 2026 at 11:59:59 p.m. Eastern Time. The sponsor is 55 Rush Inc., which operates Parent Life Network, located at 300-174 Spadina Ave. Toronto, ON, M5T 2C2. The prize draw will take place on January 7, 2027 at 2:00 p.m. Eastern Time in Toronto, Ontario.

Who Can Enter

You can enter this contest if you are a legal resident of Canada who has reached the age of majority in your province or territory. You are EITHER the parent or legal guardian of a child who is a legal resident of Canada, and under the age of four OR, you have received permission from the parent or legal guardian of that child to enter on their behalf. You cannot enter if you are an employee, officer, director, or agent of the 55 Rush Inc., Parent Life Network ("PLN"), or any contest partners, and you cannot live with someone who is. You must have a Parent Life Network account by December 31, 2026, unless you are using the mail-in entry option. By entering, you agree to follow these rules and all applicable laws and not harass anyone.

Prizes

There are six **Canada's Luckiest Baby prizes** available to win in this contest. We may add more prizes during the contest period. Each prize must be entered separately by clicking the opt-in or enter now button associated with the prize in the contest registration feed or dashboard.

1. The **Embark RESP Prize** provides one payment of \$30,000 deposited into the winner's beneficiary'(s)' Embark RESP ("Embark RESP") for the benefit of the designated child(ren). Children must be under 18 as of the draw date and/or born before 10 months after the draw date. Each child must have a valid social insurance number when the RESP account is opened. The winner is responsible for paying applicable taxes, if any.
2. The **BMO Prize** is a cheque in the amount of \$25,000, made payable to the winner.
3. The **Huggies Prize** is a cheque in the amount of \$2,000 made payable to the winner.
4. The **Enfamil Prize** is gift cards from Enfamil worth \$4,000.
5. The **North Cover Prize** is \$2,000 for your family in the form of a cheque in the amount of \$2,000 made payable to the winner.
6. The **Good Start Prize** is a cheque in the amount of \$2,500 made payable to the winner.

7. The **\$2,000 Unilever Shopping Spree Prize** is a cheque in the amount of \$2,000 made payable to the winner.

All prizes must be accepted as awarded with no substitutions, except at the sponsor's sole discretion. Winners are responsible for paying all applicable taxes if any and any costs not specifically included in the prize descriptions. Amounts in these rules are in Canadian dollars.

How to Enter

There are two ways to enter this contest.

Method 1: Online Entry. Visit <https://parentlifenetwork.55rush.com/clb2026> and log in with your Parent Life Network account or create a new account. To create a new PLN Account you must provide a valid email, choose a password, and then provide a full name, birth date, and home postal code. You must also agree to receive Commercial Electronic Messages ("CEM's") from the Parent Life Network but you may unsubscribe at any time by visiting <https://55rush.com/privacy> or from within any CEM without affecting your entry or odds of winning in the contest.

Complete the Contest Entry Form for each prize you want to enter. You may be required to agree to allow PLN to share your registration details with the prize provider for the purpose of email marketing (and may unsubscribe at any time without affecting your entry or odds of winning the Contest), or perform another action including but not limited to downloading an app, and click enter to agree to the contest rules. You will receive between one and ten entries for each prize you enter.

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. Mail it in an envelope with sufficient postage to Contest Administrator, Parent Life Network, 300-174 Spadina Ave. Toronto, ON, M5T 2C2. Write "Canada's Luckiest Baby 2026" followed by the specific prize name in the attention line. You must send a separate envelope for each prize you want to enter. You will receive ten entries for each prize.

Entry Restrictions: You can only register once for this contest, regardless of which method you use. Each person is permitted only one account and one set of entries. Using multiple names, email addresses, identities, or accounts to enter multiple times is strictly prohibited and will result in immediate disqualification of all entries associated with that person. Any attempt to circumvent this rule through the use of multiple devices, proxy servers, or other technical means will also result in disqualification.

Extra Entries

You can earn up to 2,300 extra entries by completing specific actions during the contest period. These actions may include following social media accounts, sharing contest information, visiting

websites, watching videos, completing surveys, or other activities posted on the contest website. Each completed action will award a specific number of extra entries.

If you prefer not to complete online actions, you can earn all available extra entries by mailing a request using the same format as the mail-in entry, but writing "Extra Entries" in the attention line instead of a specific prize name.

How Winners Are Selected

On January 7, 2027 at 2:00 PM Eastern Time in Toronto, we will randomly draw one entry from all eligible entries received during the contest period for any Canada's Luckiest Baby 2026 Prize. The person who owns the selected entry, and who is otherwise eligible to win, will be the selected winner for every Canada's Luckiest Baby 2026 prize they have entered or opted into, subject to compliance with the rules of each prize or contest.

If the first valid entry selected in the coordinated draw has not entered every or opted in to win every **Canada's Luckiest Baby 2026 prize**, a separate draw will take place for each remaining prize. During each separate draw for the remaining prizes, one entry will be randomly selected from all eligible entries received during the contest period by contestants who have entered the individual contest for which the draw is being conducted. This secondary draw will have no coordination with other Canada's Luckiest Baby contest draws.

Your odds of winning depend on the number of entries you earn compared to the total number of eligible entries received by the sponsor.

Winner Verification Process

The Sponsor will attempt to arrange an in-person meeting with the selected winner within thirty days of the draw date. If this is not possible, the sponsor will make at least two attempts to contact the contestant by email between days 31 and 35 after the draw. If the contestant cannot be contacted within 40 days of the draw, they may be disqualified and an alternate winner selected.

To be declared the confirmed winner, the selected contestant must correctly answer a math skill-testing question in person and sign a legal release form within 5 business days of notification. The release confirms you followed the rules, accepts the prize as awarded, and lets us use your name and image for publicity.

If the winner can't answer the question correctly, doesn't return the forms on time, or can't accept the prize, they are disqualified and we'll pick a new winner.

Prize Delivery

Physical prizes will be mailed or delivered to the confirmed winner's registered address. Digital prizes will be emailed to the confirmed winner's registered email address. Allow six to eight weeks for delivery. Winners of the **Embark RESP Prize** will be contacted to arrange an appointment with an Embark Student Corp. sales representative to complete account opening paperwork.

Important Terms

Legal Compliance: This contest is conducted in accordance with the Competition Act (Canada) and all applicable federal, provincial, and territorial laws and regulations.

Verification: If chosen as a potential winner, you will need to verify your identity and eligibility. If we can't verify you, you will not be eligible to win and a new potential winner will be chosen..

Technical Problems: We're not responsible for website crashes, internet problems, lost entries, or computer issues.

Prize Acceptance: Prizes must be accepted as awarded and cannot be transferred. If you don't use part of your prize, you lose it. We may substitute prizes of equal or greater value.

Content Submissions: If you submit content to earn extra entries, it must not contain hateful, defamatory, or discriminatory material, offensive language, or content that violates copyright or other intellectual property rights. We reserve the right to review, edit, or remove any submitted content. You give us permission to use your content for promotional purposes.

Fraud and Tampering: Any attempt to tamper with the contest mechanism, entry process, or selection process, use automated entry systems, robots, scripts, or other technical means to participate, or engage in any fraudulent activity may result in immediate disqualification. We reserve the right to verify the legitimacy of all entries and to disqualify any entrant who attempts to undermine the legitimate operation of the contest.

Liability Release: By entering, you agree not to hold us, or our partners responsible for any problems related to the contest or prizes.

Dispute Resolution: Any disputes arising from this contest will be resolved exclusively in the courts of Ontario, Canada, and entrants consent to the jurisdiction of such courts.

Force Majeure: If the contest cannot be conducted as planned due to circumstances beyond our reasonable control (including but not limited to natural disasters, pandemics, government regulations, technical failures, or other unforeseeable events), we reserve the right to cancel, modify, or suspend the contest. In such cases, we will make reasonable efforts to notify entrants and may award prizes in an alternative manner deemed fair and appropriate.

Contest Modifications: We reserve the right to modify these rules, cancel the contest, or change prize details at any time for any reason. Material changes will be posted on the contest

website and communicated to entrants where reasonably possible. We may substitute prizes of equal or greater value at our discretion. Continued participation after such changes constitutes acceptance of the modified rules.

Publicity: In order to accept any prize, you must give us permission to publish your name and city. In addition, we may ask to use your name, photo, and image for promotional purposes without paying you, you are free to decline this request without affecting your chances of winning or ability to claim a prize.

Privacy: We'll use your information to run the contest and deliver prizes according to our privacy policy at 55rush.com/privacy. We will not share your data with anyone you do not provide permission to share with.

Final Decisions: All our decisions about the contest are final. The contest follows all Canadian laws.

Social Media Disclaimer: This contest is not sponsored by Facebook, Twitter, or any social media platform.

Winner Information

For the names of prize winners, available after March 1, 2027, send a letter with a self-addressed stamped envelope to "Canada's Luckiest Baby 2026 - Winner List Request" at 300-174 Spadina Ave. Toronto, ON, M5T 2C2. Winner names will be available until March 1, 2028.

Questions

Direct all questions about this contest to the sponsor at 300-174 Spadina Ave. Toronto, ON, M5T 2C2.