



## ABOUT THE CONTEST

Welcome to the **WHERE Challenge!** In celebration of the International Year of Planet Earth, the first annual **WHERE Challenge** is asking Canadian kids aged 10 – 14 years to discover the answers to these questions: What on Earth is in your stuff and WHERE on Earth does it come from?

The **WHERE Challenge** is inviting young people and schools from across the country to compete for thousands of dollars in regional and national cash prizes by letting their imaginations run wild! Enter as a group or individual. All you have to do is tell a story about any object in your home or school, one or more non-renewable Earth resources needed to make that object and WHERE on Earth those resources come from. The more original your story, the better! You can write a poem or an essay, compose a piece of music, stage a play, make a home movie, paint a picture, do a tap dance, put together a multi-media presentation or anything else you can dream up!

Winning entries will be used as promotional tools to demonstrate how Earth resources are essential to our everyday lives. So think hard. Dream big!

## PRIZING

**EVERY** entry in the WHERE Challenge goes into a draw for a brand new iPod touch! But there's much more.....

### National Grand Prizes

Three national grand prizes will be awarded:

**First place: \$3,000**  
**Second place: \$2,000**  
**Third place: \$1,000**

### School Prizes

Top three school entries will each receive \$1,000!  
(School entries are group entries from a school or classroom with an associated teacher.)

### Regional Prizes

In addition, up to seven regional cash prizes will be awarded in each of the following seven Canadian regions: Atlantic Canada (PEI, New Brunswick, Nova Scotia, Newfoundland & Labrador), Quebec, Ontario, Prairies (Saskatchewan & Manitoba), Alberta, British Columbia, the North (Northwest Territories, Yukon, Nunavut).

**First place: \$250**  
**Second place: \$225**  
**Third place: \$200**  
**Fourth place: \$175**  
**Fifth place: \$150**  
**Sixth place: \$125**  
**Seventh place: \$100**



Sponsors:





## WHERE CHALLENGE CONTEST INSTRUCTIONS

Get ready to turn your imagination loose and develop a creative message to answer the **WHERE Challenge: What** on Earth is in your stuff and **WHERE** on Earth does it come from? You may submit an individual entry or enter with a group, youth organization (scouts, guides, 4H, etc), school or classroom.

Here's how to get started:

1. Select an everyday object at home or school;
2. Identify one or more non-renewable Earth resources needed to make that object (such as copper, iron, plastic or silicon);
3. Tell us WHERE on Earth those resources were discovered and produced.

Now you're ready to create a story to explain why Earth resources are so important in our lives. Your story can be told through an essay, a poem, a song or a play, a painting or a poster, an audio, video or multimedia presentation or anything else you can dream up!

**Remember, your entry may be used as a promotional tool to demonstrate how Earth resources are essential to our everyday lives.**

Please note that all entries **MUST** be submitted in digital format and **NONE OF THE ENTRIES WILL BE RETURNED.**

Participants are required to follow the guidelines outlined below:

### Essay (short story, research paper, or both!)

- All essays or poems must be **less than 800 words.**
- Uploaded to the WHERE website (see 'How to Submit')

### Imagery (illustration, painting, poster, digital painting)

- A painting or poster must be **8" x 11", 11" x 14", 11" x 17" in size**
- Submit in .jpg, .tiff, under 8 MBs file size uploaded
- Uploaded to the WHERE website (see 'How to Submit')

### Audio (song or music)

- A song or audio presentation must be **two minutes or less.**
- A song or audio presentation must be no more than 8 MBs in file size
- Acceptable file formats: .mp3, .aac, .wma, .aiff, .ogg
- Uploaded to the WHERE website (see 'How to Submit')

### Video

- A video or multimedia presentation must be **two minutes or less.**
- Submissions made to 'YouTube' under the group "SFM – WHERE Challenge"

**For entry forms and information on how to submit your entry to the WHERE Challenge, please visit the WHERE Challenge website at [www.earthsciencescanada.com](http://www.earthsciencescanada.com).**



## WHERE CHALLENGE JUDGING CRITERIA

All **WHERE Challenge** entries will be judged based on creativity and originality, accuracy, and how well they address the WHERE Challenge questions: What on Earth is in your stuff and WHERE on Earth does it come from?

For more details, please see the WHERE Challenge rubric below that's been developed for teachers and students



## WHERE CHALLENGE RUBRIC

The following rubric outlines the criteria that will be used to judge your entry and how it will be scored. Four points is the highest score you can get in each category.

WHERE CHALLENGE RUBRIC				
CATEGORY	4	3	2	1
Entry's creativity and originality	The entry is extremely creative and entirely original	The entry is creative with several original features	The entry is creative with a few original features	The entry is neither creative nor original
Entry Answers Questions	The entry addresses the questions thoroughly	The entry addresses most of the questions	The entry addresses some of the questions	The entry does not address the questions
Entry's accuracy	The scientific background is accurately portrayed	The scientific background is mostly accurately portrayed	The scientific background contains common inaccuracies.	The scientific background is consistently inaccurate.
Mechanics and Grammar	There are no errors in spelling, punctuation or grammar	There are 1 – 3 errors in spelling, punctuation or grammar	There are 4 – 5 errors in spelling, punctuation or grammar	There are more than 5 errors in spelling, punctuation or grammar
Entry's effectiveness as public information	The entry is extremely persuasive about the importance of Earth resources for everyday life.	The entry is persuasive about the importance of Earth resources for everyday life.	The entry is somewhat persuasive about the importance of Earth resources for everyday life.	The entry is not persuasive about the importance of Earth resources for everyday life.
Esthetic Appeal	The entry is extremely well designed with outstanding artistic value	The entry is pleasingly designed with obvious artistic value	The entry's design and artistic value only moderately considered.	The entry is lacking in design or artistic value
Sources	Entrants indicate 4 or more high quality sources of material used	Entrants indicate 2-3 high quality sources of material used	Entrants indicate sources, but may be of questionable quality	Entrants do not indicate sources.
Copyright	Fair use guidelines are followed with clear and accurate citations for all resources. No material is included from sources that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear and accurate citations for almost all resources. No material is included from sources that state that permission is required unless permission has been obtained	Fair use guidelines are followed with clear and accurate citations for some resources. No material is included from sources that state that permission is required unless permission has been obtained	Resources are not properly documented OR material was used without permission from a source that required permission



## RULES & CONDITIONS

The following are the rules and conditions applicable to this WHERE Challenge Contest (the "Contest Rules").

### ELIGIBILITY

1. To be eligible for the WHERE Challenge contest (the "Contest"), a participant must be a legal resident of Canada between the ages of 10 and 14 years during the Contest submission period of October 17, 2008 – February 28, 2009 ("Contest Period").
2. For the purpose of these Contest Rules, "Immediate Family" means husband, wife, spouse, mother, father, brother, sister, son and daughter, whether or not they reside in the same household.
3. An Immediate Family member of any advertising and promotional agencies or judges associated with the Contest is not eligible to participate in the Contest.
4. Either EnCana or Teck may at any time require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof within a reasonable period of time may result in disqualification. All personal and other information requested by and supplied to Sponsors, as hereinafter defined, for the purpose of this Contest must be truthful, complete, accurate and in no way misleading. "Sponsors" shall mean EnCana and Teck collectively.
5. Either EnCana or Teck may disqualify any entry or entrant in its sole discretion, should any entry or entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

### SUBMISSION OF ENTRIES

6. All entries must be submitted in a digital format.
7. All entries must be submitted between 6:00 a.m. MST/MDT October 17, 2008 and 12:00 a.m. (midnight) MST/MDT February 28, 2009. Late entries will not be considered.
8. Entries will be declared invalid if they illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced.

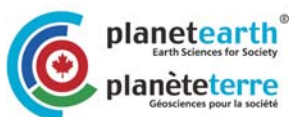
### OWNERSHIP OF ENTRIES

9. All entries submitted become the sole property of EnCana or Teck and none will be returned for any reason.

### PRIZES

10. The odds of being selected as a potential winner are dependent upon the number of eligible entries received. Before being declared a winner, potential winners shall be required to comply with these Contest Rules.

### CONTEST AWARD



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11. On April 15, 2009 in Calgary, Alberta, all regional and national grand prize winners will be selected by the judges from all eligible entries received. The judges, at their absolute discretion, shall select the Winners based upon which entries best meet the contest criteria. All decisions of the judges will be final and binding and may not be challenged in any way.
12. The selected potential winners will be notified by telephone no later than April 15, 2009 and must respond within two (2) business days of notification. Upon notification, the selected potential winners must respond by telephone to the contact number provided in the notification, and the selected potential winners' response must be received within two (2) business days of such notification. If the selected potential winners do not respond in accordance with these Contest Rules, he/she will be disqualified and will not receive a prize and another potential winner will be selected. If after three such attempts Sponsors have not identified a winner, Sponsors reserve the right to award the prize (or its cash equivalent) to a charity of their choice. Sponsors are not responsible for the failure for any reason whatsoever of a selected potential winner to receive notification or for Sponsors to receive a selected potential winner's response.

#### RELEASE AND INDEMNITY

13. By entering the Contest, the entrant releases and holds Releasees, as defined in paragraph 19 (a) below, harmless from any and all liability for any injuries, loss or damage of any kind to the entrant, Releasees or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this Contest, any breach of these Contest Rules, or in any prize-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the Contest, without limitation.
14. Sponsors assume no responsibility or liability for lost, late, misdirected or incomplete entries, notifications, responses, replies or any release. Entrant assumes liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. Sponsors assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsors, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest.
15. By entering this Contest, entrant agrees to be bound by these Contest Rules, which will be posted on the WHERE Challenge website ([www.earthsciencescanada.com](http://www.earthsciencescanada.com)) throughout the Contest Period. Entrant further agrees to be bound by the decisions of the judges and Sponsors, which shall be final and binding in all respects. Sponsors reserve the right, in their sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest; (c) violating the terms of service, conditions or use and/or general rules or guidelines of any canada.com property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST WEBSITE OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.**



16. Entrant grants Sponsors the right to: (a) use his or her personal information for the purpose of administering the Contest; (b) use his or her name, photograph, likeness, voice, prize information and/or biographical information for publicity and promotional purposes without further compensation unless prohibited by law; and (c) use his or her name and his or her respective city and province of residence in connection with the Contest Website, other related websites and/or any other media now known or hereafter devised. Personal information will not be provided to any third party other than as provided for in these Contest Rules. Sponsors and any third party agents of the Sponsors will use personal information only for purposes related to this Contest and will be required to protect all personal information.
  
17. Each winner will be required to execute a legal agreement and release (“Release”) that:
  - a. confirms that winner's (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the prize as offered; (iii) release of each of the Sponsors, their respective parent companies, subsidiaries, affiliated and related operations and their respective employees, directors, officers, suppliers, agents, sponsors and administrators (collectively, the “Releasees”) from any and all liability for any loss, harm, damages, cost or expense arising out of participation in this Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any prize, including without limitation costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and
  
  - b. grants to Sponsors of the unrestricted right, in the Sponsors’ collective or individual discretion, to publish without any further compensation the name, picture, portrait, likeness, audio and/or video recording, interview and voice and any website dissemination or broadcast thereof of that entrant for advertising and promotional purposes. The executed Release must be returned within two (2) business days of the verification as a Winner or the selected potential winner will be disqualified and the prize forfeited.
  
18. All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by EnCana, Teck and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
  
19. Sponsors reserve the right, in their sole discretion, to cancel, amend, modify or terminate all or any portion of this Contest at any time for any reason without prior notice.
  
20. These are official Contest Rules. This Contest is subject to applicable federal, provincial and municipal laws and regulations. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial or municipal laws or the policy of any other entity having jurisdiction over the Sponsors.



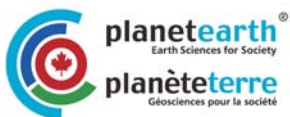
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OR MORE INFORMATION, PLEASE GO TO [www.earthsciencescanada.com](http://www.earthsciencescanada.com) OR CONTACT US AT:

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