



WRITE4DEMENTIA CONTEST

Parental Consent Form

Please review the Official Contest Rules (located at www.marlenabooks.com) and this form. If you agree that your child may participate in Marlena Books' *Write4Dementia Contest* pursuant to the Official Contest Rules and the terms of this consent form, then please initial your name in the bottom section of the online submission form.

By signing this Parental Consent Form:

1. I hereby agree that my child may participate in the *Write4Dementia Contest* being conducted by Marlena Books Inc. and irrevocably grant permission and authorize Marlena Books Inc. to photograph and record my child's likeness, name, story submission, voice, and interviews of my child for purposes of the Contest, and for in advertising, marketing, publicity and promotion related to the Contest and reproduce and publish the same throughout the universe in perpetuity, in any and all media now known or hereinafter. I further agree that the Contest, my child's participation in the Contest and all of the Contest elements, including the story submission, recordings, and photographs taken in connection with it, belong entirely and exclusively to Marlena Books Inc., so that Marlena Books Inc. and its licensees and assigns may duplicate, distribute, broadcast, exhibit, or otherwise use the Contest, its elements, or photographs without limitation or restriction throughout the universe in perpetuity. Marlena Books Inc. may edit and adapt my child's submission as it deems appropriate, with notice.
2. I understand and agree that neither I nor my child will own any rights in the Contest or the Contest elements, or receive any monetary compensation relating thereto, but will receive one copy of their written story published by Marlena Books Inc. if selected as the Contest winner. I acknowledge that Marlena Books Inc. can use my child's name, likeness, and refer to my minor child in the Contest or Contest elements.
3. I agree that neither I nor my child shall make any claims against Marlena Books Inc. based upon distribution or exploitation of the material or the Contest and its elements to which I have consented in on behalf of my child. I release Marlena Books Inc. and its licensees and assigns from any and all claims and liabilities whatsoever that may occur

in relation to or arising from my child's participation in the Contest, from the story submission, photographs, or recordings from my child, and from showing, using or distributing such materials. I agree that this Consent and Release will be governed and construed in accordance with the Competition Act and the Criminal Code.

4. I confirm that I and my child live in Canada.
5. I agree that my child may participate in the Contest described in the Rules and is permitted to accept the prizes awarded to the winners.
6. I understand that my child's name and other information that I provide on behalf of or related to my child, as described in the Official Contest Rules, may be posted together with my child's submission on Marlena Books Inc. website or other public forum without any additional notice or permission by me.
7. I hereby warrant that I am a legal competent adult and a parent or legally appointed guardian of the child named above, and that I have every right to contract for the child named the above.
8. I certify and acknowledge that I have read, understood, and agree to the Terms and Conditions set forth in the Official Contest Rules, and that I have read this Parental Consent Form prior to signing it; that I have full authority to give my consent and release so that my child may participate in the Write4Dementia Contest by Marlena Books Inc. and that I consent to provide the information concerning my child that is necessary to enter the contest and to receive the prizes to be awarded.

Accordingly, and intending to be legally bound, I voluntarily agree to the terms set forth herein and acknowledge and agree that my child and myself are bound to these Official Contest Rules and I am bound by the terms of this Parental Consent. This release shall be binding upon my child, me, and our respective heirs, legal representatives, and assigns.