

# **Paws for a Cause Campaign Official Rules & Regulations**

## **1. Sponsor**

The Paws for a Cause campaign (the “Campaign”) is sponsored and administered by the Bone & Biscuit Co. (the “Sponsor”).

This Campaign is conducted in partnership with the Canadian Mental Health Association (“CMHA”) and takes place in recognition of Mental Health Month in Canada.

## **2. Campaign Period**

The Campaign begins on May 1, 2026 at 12:00 AM (local time) and ends at 11:59 PM (local time) on May 31, 2026 (the “Campaign Period”).

All entries must be received before 12:00 AM on June 1, 2026.

## **3. Eligibility**

Open to legal residents of Canada (excluding Quebec residents) who are the age of majority in their province/territory at time of entry.

Employees, representatives, and agents of the Sponsor and affiliated partners, and their immediate family members, are not eligible.

## **4. How to Enter**

No purchase necessary. Participants may enter the Campaign through any of the following methods:

### **A. Online Donation Entry**

Make a donation at:  
[boneandbiscuit.ca/pawsforacause](https://boneandbiscuit.ca/pawsforacause)

### **B. In-Store Donation Entry**

Donate at checkout at any participating the Bone & Biscuit Co. location.

### **C. Purchase Entry**

Purchase any participating brand (FirstMate, Acana, Smack, Kala, Buddle Pet Therapy) product at a the Bone & Biscuit Co. location during the Campaign Period to receive one (1) contest entry per qualifying purchase.

## **D. Biscuit Bucks Entry**

Redeem 100 Biscuit Bucks for one (1) contest entry (no purchase required).

## **E. Free Entry (No Purchase Necessary)**

To enter without making a purchase or donation, submit an entry via the campaign page at: [boneandbiscuit.ca/pawsforacause](http://boneandbiscuit.ca/pawsforacause) with your full name and email address during the Campaign Period.

## **Entry Notes**

- Each qualifying action = one (1) entry unless otherwise specified
- Entries will be compiled and validated after the Campaign Period ends
- Duplicate, incomplete, or fraudulent entries may be disqualified

## **5. Prizes**

**The following prizes are available:**

- Smack Pet Food Prize: Free Smack Pet Food for one (1) year, awarded as product distributed monthly or in equivalent allotments. Approximate Retail Value (ARV): \$1,200 CAD
- ACANA Prize: \$1,000 CAD ACANA shopping spree at a participating the Bone & Biscuit Co. location
- FirstMate Prize: \$1,000 CAD total (\$500 awarded to winner and \$500 donated to CMHA on winner's behalf)
- Buddie Pet Therapy + Kala Therapy Prize: Red Light Therapy package for winner and their pet (ARV: approx. \$1500 CAD)

## **Prize Conditions**

- Prizes must be accepted as awarded
- No cash substitutions except where specified
- Sponsor reserves the right to substitute a prize of equal or greater value

## **6. Winner Selection**

Winners will be selected by random draw from all eligible entries shortly after June 1, 2026.

## **7. Winner Notification**

- Winners will be contacted via email
- Must respond within 48 hours
- Failure to respond results in disqualification and alternate selection
- Winners must correctly answer a skill-testing question

## **8. Donations**

- Online donations are processed directly by CMHA and are eligible for tax receipts issued by CMHA
- In-store donations are collected and remitted by each location directly to CMHA
- The Sponsor will provide a final campaign total to CMHA and participating locations

## **9. Odds of Winning**

Odds depend on total number of eligible entries received.

## **10. General Conditions**

The Sponsor reserves the right to cancel, suspend, or modify the Campaign if necessary.

## **11. Liability**

The Sponsor, partners, and CMHA are not responsible for errors, technical issues, or lost entries.

## **12. Privacy**

Information will be used solely to administer the Campaign.

## **13. Governing Law**

Subject to all applicable Canadian laws.

## **14. Quebec Residents**

Any litigation may be submitted to the Régie des alcools, des courses et des jeux.

