

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

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 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.

