

## **Tillicum Centre - LEGO® Building Challenge!**

Use your own LEGO® bricks to build an original creation. The theme is “*What I love about Vancouver Island!*” Plan to bring your model to Tillicum Centre where it will be displayed to the public for a weekend. Models will be judged, winning builders will receive awesome LEGO prizes, and have pictures of their model displayed on the [www.tillicumlegochallenge.com](http://www.tillicumlegochallenge.com) as well as Brickville DesignWorks ([www.brickville.ca](http://www.brickville.ca)) web sites!

### **How To Enter**

Entrants (along with a parent or guardian) should bring their finished LEGO models, along with a filled out entry form (see below) to Tillicum Centre on Friday, March 5<sup>th</sup> between 2:00 pm and 6:00 pm. Your model will need to remain on display, until Sunday 3:00 pm on March 7<sup>th</sup>, 2010. Models will be judged, and at 2:00pm Sunday, winners will be announced and prizes awarded. Entrants can then take their models home.

Entries are limited to one per person and must be submitted online to register at [www.tillicumlegochallenge.com](http://www.tillicumlegochallenge.com).

**Display space and registration limited, so register early.** To pre-register, simply register online at [www.tillicumlegochallenge.com](http://www.tillicumlegochallenge.com) with all entry details provided online with the exception of “LEGO Creation” details, which can be omitted and updated in person at the event.

For answers to any other questions, please visit [www.tillicumlegochallenge.com](http://www.tillicumlegochallenge.com) or contact Anna Haney or 250-381-7123.

### **Prizes and Winners**

LEGO sets will be awarded to the top 3 finalists in each age category. Approximate retail value of these prizes is \$50 for 1<sup>st</sup>, \$30 for 2<sup>nd</sup>, and \$20 for 3<sup>rd</sup>.

The winning entrants, with their models, will have their models and pictures displayed on the Brickville DesignWorks web site as well as the [www.tillicumlegochallenge.com](http://www.tillicumlegochallenge.com) website.

### **Building Challenge Rules**

- Use your own LEGO bricks and elements to build an original creation at home, then bring it to the event for display and judging
- The theme is “What I love about Vancouver Island!” How you interpret that is up to you! Be creative! Tell us a story!
- You must be able to bring your creation to Tillicum Centre on Friday, March 5<sup>th</sup>, 2010, between 2:00 pm and 6:00 pm.
- You must be able to pick up your creation from Tillicum Centre on Sunday, March 7<sup>th</sup>, 2010, between 3:00 pm and 4:00 pm. Your model must be sturdy enough to transport to and from the event.
- Use only genuine LEGO bricks, elements, and pieces

## Challenge Details

There is no fee to enter the LEGO Building Challenge.

Your creation should somehow tie into the theme “What I love about Vancouver Island!” Special judges will evaluate all entries based on the following criteria:

- *30% - Building Skill* – Building skill demonstrated (based on entrant’s age)
- *20% - Interpretation of the Theme* – How well does it fit the theme?
- *20% - Presentation* – Overall look of model, back story, name and description, and how it’s presented (layout, extra components, diorama)
- *20% - Creativity and Originality* – Within the theme, is it different and/or unique?
- *10% - Creative use of LEGO elements* – Were any unusual elements used in creative ways?

Entrants will be categorized into two groups, by age. “Junior Builders” include ages 5 – 8. “Senior Builders” include ages 9 – 14. Within each category, judging will take the different ages of entrants into account, and will “expect more” from older entrants.

## General Rules

This LEGO Building Challenge is sponsored by Tillicum Centre, Brickville DesignWorks, Zellers and LEGO Canada (hereinafter collectively referred to “Challenge Sponsors”).

This challenge is open to all Canadian resident children between the ages of 5 and 14 years except the employees and immediate families of RioCan Property Services, RioCan REIT, Tillicum Centre tenants, employees, advertising agency and consultants, and other sponsors. By entering the challenge, participants agree to release the Challenge entrants (along with a parent or guardian) and must be available to display their models at Tillicum Centre from March 5<sup>th</sup> to March 7<sup>th</sup>, 2010. By entering the challenge, participants agree to release the Challenge Sponsors of all liability that could result from participating in the challenge, attending the Tillicum Centre event, or the awarding of, or use of, the challenge prizes.

The Challenge Sponsors reserve the right to withdraw, terminate or modify all or part of this challenge by publishing a notice on a Sponsor website if for any reasons the challenge is not capable of running as planned, including technical failure or corruption, computer virus, tampering, unauthorized intervention, fraud or any other cause beyond the control of the Challenge Sponsors, which in the opinion of the Sponsors affects the administration, security, fairness, integrity or proper conduct of this challenge.

**The Challenge Sponsors reserve the right to limit the number of challenge entries, due to display space restrictions, or for any other logistical reason.**

The Challenge Sponsors are not responsible for any lost, late, damaged, destroyed or misdirected, unintelligible, illegible, incomplete, postage due, stolen, returned, separated, damaged, or undeliverable entries or for any faulty electronic data transmission, equipment failure or other communication problems occurring in connection with participation with this challenge.

By submitting an entry into this challenge, either by email or in person entrants and their parents/guardians grant permission to the Challenge Sponsors and their agents to use any photographs of the entrant, or the entrant's submitted model, for any promotional use, including but not limited to print, television, and electronic media. Entrants and parents/guardians also waive any right to inspect or approve the finished photographs or printed or electronic matter that may be used in conjunction with them now or in the future, whether that use is known or unknown to the Challenge Sponsors, and waive any right to royalties or other compensation arising from or related to the use of the photographs.

By submitting an entry into this challenge, either by email or in person, entrants and their parents/guardians agree to release, defend, and hold harmless the Challenge Sponsors and their agents, including any firm publishing and/or distributing the finished product in whole or in part, whether on paper or via electronic media, from and against any claims, damages or liability arising from or related to the use of the photographs.

The decisions of the challenge judges are final. All prizes must be accepted as awarded, and are not convertible to cash.

If selected entrant does not comply with these contest rules another selected entrant shall be chosen by way of random draw.

By emailing or submitting an entry form and/or entry into this challenge, entrants and their parents/guardians agree to these Official Rules and Regulations and the decisions of the judges, which are final and binding in all matters pertaining to this challenge. All entry ballots become the property of Tillicum Centre.

For answers to any other questions, please visit [www.tillicumlegochallenge.com](http://www.tillicumlegochallenge.com) or contact Anna Haney, at, or 250-381-7123

LEGO® and the LEGO Logo are trademarks of the LEGO Group of companies. ©2009 The LEGO Group. Used here with permission.

---

