

## Celebirdies Contest Rules

Tell us about your bird sighting in the Greater Toronto Area on social media for your chance to win prizes from Fjällräven and Firefly Books.



Celebirdy-spotting is one of the biggest perks of living in Toronto. During May, stylish, elusive, elegant, rowdy, and glamorous celebirdies flock to the city to dine, nest, and enjoy. From the Danforth to James Gardens, celebirdies – like the Rose-breasted Grosbeak, Ruby-throated Hummingbird, Belted Kingfisher, Great Blue Heron, and Indigo Bunting – are spotted every day close to your home. Can you find one? Tell us about your bird sighting in the Greater Toronto Area on social media for your chance to win prizes from Fjällräven and Firefly Books.

### How to Enter

The contest will be open from May 4, 2020 at 12:00 a.m. EST to May 31, 2020 at 11:59 p.m. EST.

Look for “celebirdies” - birds in your neighbourhood, yard, or garden in the GTA. Enjoy watching your bird superstar!

Tweet or leave a comment on one of our Instagram posts, mentioning which bird you found and where. To be a valid entry, the bird must have been observed in the GTA. Use the **#TOBirdParty** hashtag and tag:

- Birds Canada (@birdscanada on Twitter & @birds.canada on Instagram);
- Fjällräven (@fjallraven\_na on Twitter & on @fjallraven\_na Instagram); and
- Firefly Books (@fireflybooks on Twitter & @firefly.books on Instagram).

Only one draw entry will be granted per entrant per entry period. The entry periods are: May 4-10, May 11-17, May 18-24, and May 25-31.

The winners will be selected by random draw. One winner will be drawn on each of May 11, 19, and 25; and 2 winners will be drawn on June 1. The winners will be notified by Twitter or Instagram by Birds Canada and announced on the Birds Canada Twitter and Instagram channels.

## **The Prizes**

Each winner will receive one prize pack:

### Prize Pack 1:

- Set of 4 books from Firefly books (*Feeding the Birds*, *The Handbook of Bird Families*, *The Little Book of Woodland Bird Songs*, and *Hummingbirds*);
- 1 Fjällräven t-shirt; and
- 3 Fjällräven coupons.

### Prize Pack 2:

- Set of 4 books from Firefly books (*Feeding the Birds*, *The Handbook of Bird Families*, *The Little Book of Woodland Bird Songs*, and *Hummingbirds*);
- 1 Fjällräven backpack; and
- 3 Fjällräven coupons.

### Prize Packs 3 & 4:

- Each is the same as prize pack 1, PLUS each also includes 1 online course on birds.

### Prize Pack 5:

- Same as prize pack 2, PLUS 1 online course on birds.

## **If You Win**

The prize winners must provide Birds Canada with a mailing address in order to receive their prizes. The mailing addresses of the prize winners will not be used by Birds Canada for any reason other than to mail the prizes.

If any winner's mailing address is not provided by June 8, 2020, the winner forfeits their chance to claim to prize. Another winner will be randomly selected until all the prizes have been awarded.

## **Please Note**

Follow #TOBirdParty and Birds Canada on Instagram (@birds.canada) and Twitter (@birdscanada) for reminders about the contest!

Comments that are judged by Birds Canada staff to be irrelevant will be deleted and the person who posted the comment will not be entered in the draw.

The contest is being run by Birds Canada. It is in no way sponsored, endorsed, administered by, or associated with, Twitter or Instagram.

The approximate value of each prize pack is \$280-313.

The odds of winning depend on the number of entries received.