

Contest Rules and Regulations: *Le taxi prend ses aires! – vox populi*

Anyone aged 18 or over and who is a Québec resident may choose and vote for their favourite among the various proposals for improved identification and layout of Montréal's taxi stands. The proposals result from an ideas competition¹ to which designers of all disciplines were invited by the Design Montréal office in collaboration with the Ville de Montréal's Bureau du taxi et du remorquage. The target electorate comprises members of the public and taxi drivers in Montréal. The results of voting will be used to determine one or two winning proposals to be announced publicly in September 2010: the "Choix du public" (the people's choice) and the "Coup de cœur" (the favourite design among the taxi industry). The designer or design team awarded the "Choix du public" will receive a \$2,500 award from the Ville de Montréal.

The voting period is from July 5 until midnight, August 30, 2010. Limit one vote per person. To vote, simply state your choice among the concepts submitted and enter your contact information using the online ballot available at www.realisonsmontreal.com or the following partner websites: www.985fm.ca and www.journalmetro.com. To be eligible for one of the prizes, members of the public and taxi drivers must enter the clue published every Monday between July 5 and August 30 in the *Métro* newspaper, also posted in the "Concours" section of the partner websites. The same clue will be used throughout the entire voting period. Taxi drivers must provide their permit number along with the clue.

Detailed description, respective values and method of awarding prizes

- Four museum passes granting access to the Biodôme, Botanical Garden and Insectarium for two adults and two children (ages 5–17), worth \$81 each, will be awarded as follows: two passes drawn at random from among all votes received from members of the public, and two drawn at random from among all votes received from Montréal taxi drivers. Passes are valid for 30 consecutive days from the date of the first visit, and until December 9, 2010.
- Two romantic getaway packages for two at the Place d'Armes Hôtel & Suites, located at 55 Saint-Jacques Street, Montréal, Québec H2Y 3X2, worth \$500 each, will be awarded as follows: one drawn at random from among all votes received from members of the public, and one drawn at random from among all votes received from Montréal taxi drivers. The packages include: one night's accommodation in a superior room, supper at Aix Cuisine du Terroir (value \$150) restaurant and breakfast at the hotel's Suite 701 restaurant. Service charges are not included. The packages are valid through April 30, 2011, excluding December 30 and 31, 2010, and subject to hotel availability on other dates.

Place, date and time of designation of prize winners

The six draws will be conducted at 11 a.m. on Friday, September 10, 2010, with the contest organizers in attendance, at the offices of the agency PIXEL CIRCUS, 400 Atlantic Avenue, Suite 803, Montréal, Québec H2V 1A5. Winners will be notified by telephone and e-mail within seven working days following the draw, and will receive their prizes by registered mail. Prizes awarded may not be exchanged for cash.

Members of the *Le taxi prend ses aires!* competition jury, the contest organizers, employees, agents and representatives of the Ville de Montréal, *Métro* newspaper and Corus 98,5 FM, as well as persons with whom they are domiciled, are not eligible for the draw.

Any litigation respecting the conduct or organization of this publicity contest may be submitted to the Régie des alcools, des courses et des jeux du Québec for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

Contest information: Design Montréal Office, Ville de Montréal – 303 Notre-Dame Street East, 6th floor, Montréal, Québec H2Y 3Y8 – info@realisonsmontreal.com

¹ *Le taxi prend ses aires!* is an ideas competition intended to nurture reflection on the design challenge. It is therefore not a competition to select and implement one of the submissions received, but a creative process.