

# MADE BY CANADIANS

MOLSON HAS HELPED DEFINE WHAT IT MEANS TO BE  
CANADIAN FOR 240 YEARS. NOW IT'S YOUR TURN.



## Are You Ready to Capture Your Canadian Experience?

This Canada Day, instead of telling you what it means to be Canadian, we're inviting you to show the world YOUR Canada. Using your Molson Canadian camera, showcase your authentic Canadian life. Snap photos that capture your unique experience or community and help to celebrate the diversity that defines our incredible country.

If one of your photos are selected for use in the final campaign outputs (TV spot or paid digital media), you will be eligible to win a \$1500 cash prize.

1

**CAPTURE YOUR CANADIAN EXPERIENCE ON FILM** - using the guidelines provided below for reference.

2

**COMPLETE ALL WAIVERS** - Have all waivers above completed (both photographer waiver and appearance waivers)

3

**RETURN THE CAMERA** - Send the camera to 33 Carlingview Dr. Toronto ON M9W 5E4 using the included return postage at your nearest Canada Post location. **Deadline: June 12<sup>th</sup>**

### THE DETAILS

#### PHOTO GUIDELINES:

Please review all details about photo compliance and selection

[CLICK HERE](#)

#### WAIVERS:

**Photographer Waiver:** As the photographer, you are required to sign this granting Molson all rights to use your images in any and all media. By participating and submitting a camera with photos, you grant permission to Molson to use of those images in perpetuity.

[CLICK HERE](#)

**Subject Waiver:** You are also responsible for collecting and submitting waivers for anyone appearing in photos. No photos will be selected without the associated appearance waivers.

[CLICK HERE](#)

#### RETURN CAMERAS TO:

Molson Photo Team  
33 Carlingview Dr. Toronto ON M9W 5E4

**DEADLINE: June 12th**