yconic Student Award - Chance to win $5,000 for Your Education Contest Rules

This contest is open to Canadian students only. No purchase or account necessary to enter or win.

Contest Details

The contest runs from October 12, 2026 to July 31, 2027 at 11:59:59 p.m. Eastern Time. The sponsor is 55 Rush Inc., parent company of yconic, located at 300-174 Spadina Ave. Toronto, ON, M5T 2C2. The prize draw will take place on August 5, 2027 at 2:00 p.m. Eastern Time in Toronto, Ontario. By entering, you agree to follow these rules.

Who Can Enter

You can enter this contest if you are a legal resident of Canada who has reached 16 years of age and meet the following education requirements:

You must be a current or recent student (within the last 12 months) at a Canadian high school, college, university, or CEGEP, or currently accepted to attend an accredited Canadian college or university; OR be the parent or guardian of a student described above.

If you are under the age of majority in your province or territory, you need permission from a parent or guardian who agrees to be bound by these rules.

You cannot enter if you are an employee, officer, director, or agent of 55 Rush Inc., yconic, or any contest partners, or if you live with someone who is. By entering, you agree to follow these rules and all applicable laws and to treat others participating in the contest with respect.

If there's a dispute about who submitted an entry, we'll consider it submitted by the person who owns the email address used. That means the person to whom the email address is assigned by the email provider or organization.

Prizes

Grand Prize: There is one grand prize of $5,000, to be awarded in the form of a cheque made payable to the winner.

All amounts in these rules are in Canadian dollars. You are responsible for paying any applicable taxes and reporting any taxable income associated with a prize if any. Prizes cannot be substituted or transferred to a third party. Limit of one prize per winner.

How to Enter

There are two ways to enter this contest.

Method 1: Online Entry. Log in to a 55 Rush contest site with your 55 Rush account or create a new yconic account. To create a new yconic account you must provide a valid email, choose a password, and then provide your full name, birth date, current school name, and home postal code. You can choose to receive emails from 55 Rush but may unsubscribe at any time without affecting your entry.

Complete the contest entry form by agreeing to these rules. Once you complete the form, click submit. You will then receive one entry and be registered for the contest.

Incomplete forms or forms with false information will be disqualified. Only complete forms with valid information received during the contest period will be accepted.

Method 2: Mail-In Entry. Write your full name, email address, age, current or recent school name, phone number, complete mailing address including postal code, and signature on a plain white piece of paper no larger than 8.5 by 11 inches. Include a request to be registered and entered into the contest. Mail it in an envelope with sufficient postage to: 55 Rush, 300-174 Spadina Ave, Toronto, ON, M5T 2C2, Attention: yconic Student Award - Chance to win $5,000 for Your Education.

Your mail-in entry must be postmarked during the contest period and received by no later than August 4, 2027. We are not responsible for lost, stolen, delayed, illegible, damaged, misdirected, or destroyed mail-in entries.

Entry Restrictions: You can only register once for this contest, regardless of which method you use. Using multiple names, email addresses, or accounts to enter more than once is not allowed and may result in all of your entries being disqualified.

Extra Entries

You can earn up to 1,000 additional entries in the following ways:

Online Extra Entries: After registering, you can earn extra entries by logging into your 55 Rush account and completing specific actions shown on the contest website. These may include subscribing to social media, sharing contest information, visiting websites, watching videos, entering codes, uploading content, or completing surveys. Each completed action awards a specific number of extra entries as indicated on the website.

Mail-In Extra Entries: To earn 1,000 extra entries by mail, print your first name, last name, email address, phone number, complete mailing address including postal code, current or recent school name, your signature, and a request for extra entries on plain white paper no larger than 8.5 by 11 inches.

Mail your request in an envelope with sufficient postage to: Contest Administrator, 55 Rush, 300-174 Spadina Ave, Toronto, ON, M5T 2C2, Attention: yconic Student Award - Chance to win $5,000 for Your Education- Extra Entries Request

Your request must be postmarked during the contest period and received by August 4, 2027.

Maximum Total Entries: 1,001 entries per person regardless of entry method.

How Winners Are Selected

On August 5, 2027 at 2:00 p.m. Eastern Time in Toronto, we will randomly select one entry from all eligible entries received during the contest period. The person who owns the selected entry will be eligible to win the grand prize, subject to verification and compliance with these rules.

Your odds of winning depend on the total number of eligible entries we receive.

Winner Verification Process

We will make at least two attempts to contact each selected winner by email using the information provided when you entered, within 5 business days of the draw date. If we can't contact you within 5 business days of when we notified you, you may be disqualified and forfeit all rights to the prize. We may then randomly select an alternate winner.

To be declared the winner, you must:

Correctly answer a time-limited math skill-testing question in person without any help.

Sign and return a legal release form within 5 business days of notification by email that confirms you followed the rules, accepts the prize as awarded, and lets us use your name and image for publicity.

If you're under the age of majority in your province or territory, your parent or legal guardian must give written consent for you to win and receive the prize, and must also sign the required paperwork.

If you can't meet these requirements, you'll be disqualified and we may select a new winner.

Prize Delivery

We or our representatives will arrange delivery of your prize. Please allow six to eight weeks from the draw date for delivery.

Important Terms

Legal Stuff: This contest follows all applicable Canadian federal, provincial, and local laws and regulations.

Checking Your Info: We can verify your identity and eligibility at any time, including verification of your enrollment at an eligible academic institution. If we can't verify you, you may be disqualified and won't be eligible to win.

Technical Problems: We’re not responsible for technical issues beyond our control that may affect your ability to enter or participate in the contest.

Prize Rules: Prizes must be accepted as awarded and cannot be transferred to someone else. Unused portions of the prize will be forfeited and cannot be redeemed later or exchanged. We can place reasonable restrictions on prize availability or substitute prizes of equal or greater value.

Contest Changes and Unexpected Events: We may cancel, modify, or suspend the contest if circumstances beyond our control—such as errors, technical problems, fraud, natural disasters,

pandemics, government regulations, or other disruptions—interfere with its fair and intended operation. We may also adjust dates and timeframes as needed.

Limitation of Liability: By entering, you agree not to hold us or our partners responsible for any problems related to the contest or prizes, except where prohibited by law.

Using Your Name and Image: By entering, you give us permission to use your name, photo, image, and any statements you make about your prize for promotional purposes without paying you. If you don't want us to use your information for anything other than running the contest, contact us at 300-174 Spadina Ave, Toronto, ON, M5T 2C2.

Your Personal Information: We'll use your information to run the contest and deliver prizes according to our privacy policy at http://55rush.com/privacy.

Our Decisions Are Final: All decisions made by 55 Rush Inc. regarding this contest are final.

Social Media: This contest is not sponsored by Facebook, Twitter, or any other social media platform.