

BECAUSE MOTHERS MATTER *awards*



Official Contest Rules, Terms & Conditions and Privacy Policy

Official Contest Rules

1. Sponsor

The Because Mothers Matter Awards (BMMA) 2026 (the "Contest") is sponsored and administered by Mothers Matter Canada ("MMC"). This Contest is conducted across Canada and is subject to applicable federal, provincial, and municipal laws and regulations.

2. Eligibility

The Contest is open to all individuals who are legal residents of Canada and have taken on a mothering role, as determined by each individual nominator. Employees of MMC, their immediate family members, and persons living in the same household are eligible to be nominated and receive a digital certificate, but are not eligible to receive the prize packages. Nominees residing outside of Canada are eligible to receive a certificate, but are not eligible to receive the prize packages.

3. Contest Period

Nominations will open on **April 24th, 2026** and end on **May 31st, 2026** (the "Contest Period"). Contest winners will be selected and informed **by June 15th, 2026**

4. How to Enter

To enter the Contest, nominators must submit a completed **Nomination Form** via the official BMMA website or enter the **Instagram Contest**.

To fill the nomination form and enter the **Contest**, participants will need the following information:

- The nominator's full name and email address
- The nominee's name or nickname
- A message for the nominee
- An award title for the nominee
- Optional – a picture of the nominee (one extra entry to the contest)

To enter the **Instagram Contest**, participants must:

- Follow @mothersmattercanada on Instagram
- Like our Contest Post
- Tag a mother or mother figure who deserves recognition in the comments – one (1) mother per comment
 - You may tag more than one mother, but they must be separate comments

Duplicate entries (same nominator and same nominee) will not be accepted.

Winners will be notified by email or direct message on Instagram and must allow MMC to contact them before June 10th 2026. To be eligible to win the prize, nominees must consent to have the information from their nominations shared on MMC's social media channels and in its newsletters.

5. Winner Selection & Prizes

- **Selection Criteria:** Winners will be selected at random.
- **Awards:**
 - All nominated individuals will receive a digital certificate from MMC.
 - To be eligible to win one of our prize packages, the nominee must reside in Canada.
 - Prizes are for mothers and mother figures, not for nominators.
 - **Each individual may only win one of the available prizes.**

6. General Conditions

- **Skill-Testing Question:** Before being declared a winner, selected nominees must correctly answer a mathematical skill-testing question.
- **No Purchase Necessary:** No fee or donation is required to enter the Contest.
- **Publicity Release:** By accepting a prize, winners agree to allow MMC to use their name, photo (if submitted), and story for promotional purposes without additional compensation.

7. Limitation of Liability

MMC is not responsible for lost, late, incomplete, or misdirected entries. MMC reserves the right to modify, suspend, or cancel the Contest in the event of unforeseen circumstances. We also reserve the right to hold back digital certificates that, at our sole discretion, are deemed derogatory, sexist, or outside the spirit of genuinely celebrating and empowering mothers.

Privacy Policy

1. Introduction

Mothers Matter Canada ("MMC") is committed to protecting the privacy of participants in the Because Mothers Matter Awards (BMMA) 2026. This Privacy Policy outlines how personal information collected during the Contest will be used, stored, and shared.

2. Information Collection

MMC collects personal information from nominators and nominees through the Nomination Form. This includes:

- Names of the Nominator and Nominee
- Email addresses of the nominator
- Nomination statements
- Email addresses of the nominee (optional)
- Photographs (optional)
- Any other information shared through the form voluntarily, such as the names of children or the stories of mothers and mother figures nominated.

3. Use of Information

The personal information collected will be used for:

- Administering the Contest
- Notifying nominees and winners
- Sending certificates and prizes
- BMMA follow-up communications from Mothers Matter Canada
- Mothers Matter Canada News and Campaigns (there is an option to unsubscribe at any time)

4. Disclosure of Information

MMC will not sell, trade, or otherwise transfer your personal information to outside parties without your consent, except as required by law.

5. Data Storage

Personal information will be stored securely and will only be accessible to authorized personnel involved in the Contest and in email communications.

6. Consent

By participating in the Contest, nominators and nominees consent to the collection and use of their personal information as this Privacy Policy outlines.

7. Changes to the Privacy Policy

MMC reserves the right to modify this Privacy Policy. Participants will be notified of any significant changes.

8. Contact Information

For questions regarding this Privacy Policy or the Contest, please contact Mothers Matter Canada at bmma@mothersmatter.ca

This document ensures compliance with Canadian contest regulations, including "no purchase necessary" provisions, skill-testing questions, privacy considerations, and provincial requirements.