

\$2,000 Smart Serve Scholarships Contest Rules

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

Contest Details

The contest runs from January 27, 2026 to August 31, 2026 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. 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 at least 16 years of age and meet ALL of the following education requirements:

You must be a current grade 12 student or recent graduate (within the last 12 months) of an Ontario high school.

You must be enrolled or intend to be enrolled in your first year of a hospitality and tourism program at an Ontario post secondary school for the fall of 2026.

If you are under the age 19, 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, Smart Serve, 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

Scholarship Prizes: There is a total of one hundred (100) Scholarship Prizes available to be won, each consisting of: \$2,000 (the "Scholarship Prize"). The prize(s) will be awarded as a tuition payment, paid directly to the post secondary institution where each winner is enrolled.

Proof of enrollment must be provided in order to receive the prize. The combined total value of all of the scholarship prizes is \$200,000.

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 and answering questions about your intended course of study. 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: \$2,000 Smart Serve Scholarships (2026).

Your mail-in entry must be postmarked during the contest period and received by no later than September 2, 2026 at 12:00 p.m. 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:\$2,000 Smart Serve Scholarships (2026) - Extra Entries Request

Your request must be postmarked during the contest period and received by September 2, 2026.

How Winners Are Selected

Between May 13, 2026 and September 15, 2026 at 3:00 pm EDT in the city of Toronto, in the province of Ontario, at the offices of the Sponsor, a series of random draws will be conducted to select a total of one hundred (100) winners from all eligible entries we receive during the Contest Period. As winners are drawn and confirmed, the number of available prizes will decrease accordingly until all one hundred (100) Scholarship Prizes have been awarded or until the final draw on September 15, 2026 at 3:00 pm EDT, whichever occurs first. The contestant who is associated with each selected entry, and who is otherwise eligible to win, will be the selected contestant who is eligible to win a Prize subject to compliance with these Rules.

Your odds of winning depend on the total number of eligible entries received as of each draw date and the number of prizes remaining available at the time of each draw.

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 two business days of their entry being drawn. If we can't contact you within three 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 via email 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 19, your parent or legal guardian must give written consent for you to win and receive the prize, and must also sign the required paperwork.

Provide a post secondary school tuition invoice or similar documentation to confirm your enrollment in a hospitality and tourism program at an Ontario Post Secondary institution.

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

Awarding of Prizes

While the Sponsor intends to award all Scholarship Prizes, if there are not enough eligible entrants or if enough selected entrants do not meet the eligibility or verification requirements, some prizes may remain unawarded. In such cases, the Sponsor may, at its discretion, extend or reopen the Contest entry period, carry forward unawarded prizes to a future contest or promotion, or determine that certain prizes will not be awarded.

No compensation will be provided in respect of any prize that is not awarded.

Prize Delivery

Upon receiving a copy of the winner(s)' post secondary school tuition invoice, Smart Serve Ontario or its representatives will arrange delivery of the Prize(s) using the EFT payment information provided on the invoice. Prizes will be paid directly to the winner(s) education institution. Please allow up to six (6) to eight (8) weeks from receipt of payment information for the prize to be deposited.

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 and Smart Serve 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.

Winner Information

For a list of prize winners, available after September 30, 2026, send a letter with a self-addressed stamped envelope to "\$2,000 Smart Serve Scholarships (2026) Winner's Request List" at 300-174 Spadina Ave, Toronto, ON, M5T 2C2. Winner names (first initial, last name, and city) will be available until June 30, 2027.

Questions

Have questions about this contest? Contact us at 300-174 Spadina Ave, Toronto, ON, M5T 2C2.