

# BIOTECH essay contest



WIN YOUR FIRST YEAR TUITION UP TO \$5,000!

Canada's biotech industry is dynamic and exciting. Car seats made of renewable soy foam, high efficiency medical devices, innovative therapeutic treatments, and fuel from oilseed crops — these are just a few examples of the major role that biotech plays in our daily lives.

Which area of biotechnology research do you find most exciting? In your view, what's the coolest new biotech development or discovery in Canada?

In conjunction with National Biotechnology Week, Gowling Lafleur Henderson LLP invites you to participate in our BIOTECH ESSAY CONTEST. Submit your 1,500 word essay by May 31, 2012 on your choice for "Canada's Top Biotechnology Story of the Year." Topics may include health-based research, agricultural innovations, or industrial applications for biotech. Your topic must be Canadian-based, for example, Canadian research or Canadians involved in a larger international study. The development or finding you report on must occur or have been recognized as a notable advance in an ongoing study within the period of June 1, 2011 to May 30, 2012.

Winners must be entering a life sciences-related field at a Canadian post-secondary institution to be eligible. Essays will be judged by a panel of industry experts.

The **first place winner** receives:

- First year tuition to a maximum of \$5,000 to a Canadian post-secondary institution.
- An excerpt of their essay published in the fall issue of BIOTECCanada's *Insights Magazine* and the full essay posted online.
- Recognition during National Biotechnology Week as the contest winner.

The **second place winner** receives a laptop with an approximate retail value of \$800.

The **third place winner** receives an iPod Touch with an approximate retail value of \$200.

To enter, send an original essay including a cover note with contact information as outlined in the Rules & Regulations to:

Biotech Essay Contest c/o Rhowan Sivel, Gowling Lafleur Henderson,  
160 Elgin Street, Suite 2600, Ottawa, ON, K1P 1C3  
or submit electronically to [essaycontest@gowlings.com](mailto:essaycontest@gowlings.com)

No purchase necessary. Win a bursary of up to \$5,000 for the first-year of tuition costs at a Canadian post-secondary institution, a laptop or iPod Touch (iPod Touch is a registered trademark of Apple Inc. Apple is not a sponsor of, nor a participant in, this promotion). To enter, send an original essay of up to 1,500 words on the topic of "Canada's Top Biotechnology Story of the Year" to Biotech Essay Contest, Rhowan Sivel c/o Gowling Lafleur Henderson LLP, 160 Elgin Street, Suite 2600, Ottawa, ON, K1P 1C3. Contest closes May 31, 2012. Contest is open to all Canadian high-school students who plan on starting their first year at a Canadian post-secondary institution in a life sciences-related field of study in the 2012 academic year, except those domiciled with employees of Gowlings, and the contest judges. Chances of winning depend on the number and calibre of entries received.

Visit [gowlings.com/essaycontest](http://gowlings.com/essaycontest) for contest rules and regulations. It is understood all submissions are an acceptance of the rules and regulations.

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EDUCATION CANADA

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National Biotechnology Week  
September 2012  
La semaine nationale des biotechnologies  
septembre 2012

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# BIOTECH ESSAY CONTEST

## rules & regulations



1. The Biotech Essay Contest ("Contest") is being conducted by Gowling Lafleur Henderson LLP ("Gowlings"). Contest begins June 1, 2011 and closes with entries received by May 31, 2012.
2. No purchase necessary. To enter, send the following: (i) an original essay of up to 1,500 words, (typed or hand-written, double spaced, single sided on plain white paper) on the topic of "Canada's Top Biotechnology Story of the Year." Please include: (ii) the entrant's name, address, email address, telephone number, and date of birth; and (iii) name, address, telephone number of entrant's parent or legal guardian if entrant is under the age of majority in his/her province/territory of residence, and (iv) the name of the school and subject-matter teacher, and email or telephone number of the subject matter teacher, in a single postage-paid envelope to Biotech Essay Contest, c/o Rhovan Sivel, Gowling Lafleur Henderson LLP, 160 Elgin Street, Suite 2600, Ottawa ON, K1P 1C3, or by email to [essaycontest@gowlings.com](mailto:essaycontest@gowlings.com). Incomplete entries, or those without proper document sourcing (as per standards supported by your high school), will be automatically disqualified. Limit one entry per person.
3. Topics can include health-based research, agricultural innovations, or industrial applications for biotech. Your topic must be Canadian-based, for example, Canadian research or Canadians involved in a larger international study and should occur, or have been recognized as a notable advancement within the time frame of June 1, 2011 - May 30, 2012.
4. Entries will be judged by a panel of judges made up of a cross-section of professionals from the biotechnology industry in Canada. Entries will be judged based upon the following three criteria, weighted equally: writing skills, creativity and accuracy. The decisions of the Contest judges are final in respect of any matter relating to this contest. In the event of a tie, the entry with the highest score on writing skills will win. Odds of winning depend on the number and calibre of entries received.
5. Contest is open to all Canadian high-school students who plan on starting their first year at a Canadian post-secondary institution in a life sciences-related field of study in the 2012 calendar year, except those domiciled with employees of Gowlings, and the Contest judges.
6. Three prizes will be awarded to the author of the top three winning essays. The first place winner receives a bursary of up to \$5,000 toward their first year of tuition costs at the Canadian post-secondary institution the winner plans to attend. The cash prize is for tuition only. Other expenses relating to the first year including housing and meals are not included. The actual prize value depends on the tuition cost at the relevant Canadian post-secondary institution but will not exceed \$5,000. The prize will only be awarded if the winner is planning on attending a Canadian post-secondary institution in a life sciences-related field of study in the 2012 academic year. If the winner is not planning on attending a Canadian post-secondary institution in a life sciences-related field of study in the 2012 academic year, the winner will be disqualified and the prize will be awarded to the runner-up. The second place prize is a laptop with an approximate retail value of \$800. The third place winner will receive an iPod Touch with an approximate retail value of \$200. (iPod Touch is a registered trademark of Apple Inc. Apple is not a sponsor of, nor a participant in, this promotion.) The first place prize will be awarded to the winner or the winner's parent or guardian, in the form of a cheque based upon sufficient proof, provided by the winner, of the actual tuition costs. Such proof may be in the form of an invoice or tuition slip from the relevant Canadian post-secondary institution. The second and third place prizes will be awarded via mail.
7. The winners will be contacted by telephone prior to the formal announcement of the winners. The formal announcement of the winners will be made during National Biotechnology Week 2012. If the winners can not be contacted by telephone after five attempts over 10 business days, the winners will be disqualified and the prize will be awarded to the runner-up. Only the winning entrants will be notified.
8. The prizes must be accepted as awarded and are not redeemable for cash or transferable.
9. By participating, each winner or his/her parent or legal guardian, agrees to be bound by these Official Rules and agrees that Gowlings, and each of its respective affiliates and agents shall have the right and permission to use the winners' essay (in whole or in part), name, voice, city/province of residence, photograph, and/or likeness for advertising and/or trade and/or any other purpose in any media or format now or hereafter known without further compensation, permission, or notification. Winners may be contacted after their first year of university and offered the opportunity to report on their progress for use in contest promotional materials.
10. Each winner (or if the winners are under the age of majority in his/her province of residence, his/her parent or legal guardian) will be required to return a declaration of eligibility, liability release and publicity release by the date specified, or the prize will be awarded to the runner-up. By entering this Contest, the winners release and hold harmless Gowlings, their advertising agencies, partners, employees, directors and officers and the Contest judging organization from any liability in connection with this Contest or the prize.
11. All entries become the property of Gowlings which assumes no responsibility for postage due, lost, stolen, delayed, damaged, illegible or misdirected entries or entries that have been submitted through illicit means, or do not conform to or satisfy the Contest Rules or for failure of the Web site during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the Internet or at any Web site, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Gowlings reserves the right, in its sole discretion, subject to applicable law, to cancel or suspend the online portion of this contest should a virus, bug or other cause beyond the reasonable control of Gowlings corrupt the security or proper administration of the contest. Any attempt to deliberately damage any Web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Gowlings reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way. Gowlings is not responsible for any errors or omissions in printing or advertising this Contest.
12. This Contest is subject to all applicable Federal, Provincial and Municipal laws and regulations.
13. By entering this Contest, you consent to Gowlings, its promotional agencies and the independent judging organization storing and using the personal information you submitted with your Essay for the purpose of administering this Contest.
14. A minimum of 10 entries per class will be accepted.

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National Biotechnology Week  
September 2012

La semaine nationale des biotechnologies  
septembre 2012

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