



2010 PIER 1 IMPORTS®/UNICEF/OWLKIDS®
greeting card contest

Draw a picture. Create a better world.

1. If you're 14 or younger as of April 18, 2010, use the blank space below to draw your best holiday scene. This year's theme is "**Joy to the World**," so use your picture to show us what that theme means to you.
2. If your drawing wins, it will be printed as an official UNICEF holiday card and sold at Pier 1 Imports stores nationwide. You'll also win a \$5,000 scholarship and \$500 worth of art supplies for your school. Best of all, 100% of the proceeds will go to UNICEF Canada to help children all over the world.
3. Make sure you read the complete instructions and rules on the reverse, then send us your entry by April 18, 2010.

Artist's Name

Artist's Age as of April 18, 2010

Parent's Name

Home Address

City

Province

Postal Code

Winner's School

Parent's Work Phone

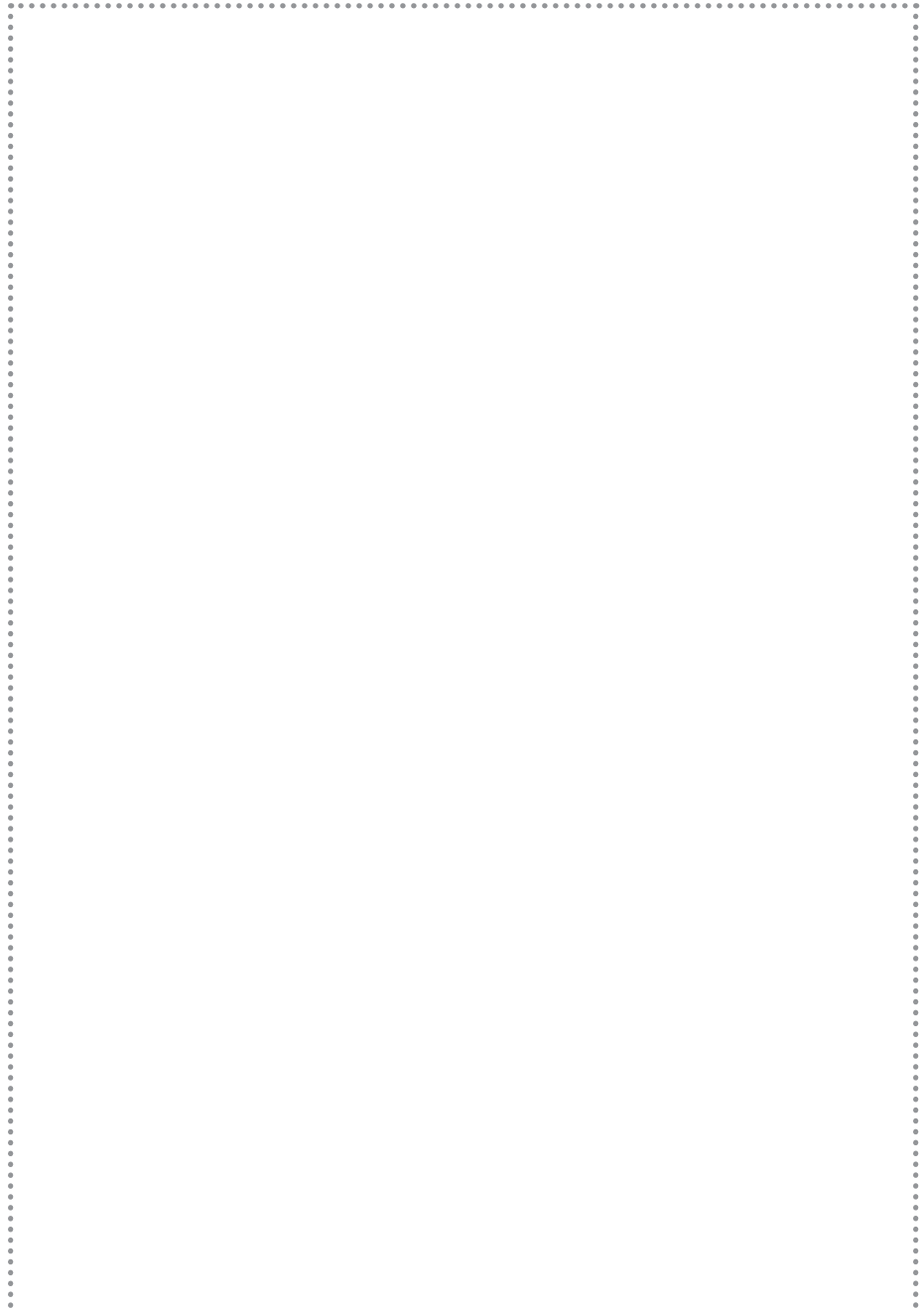
Home Phone

Parent's Email Address

May we send you emails to let you know about future projects with UNICEF?

Yes No

* To claim the prize the entrant must correctly answer a time-limited mathematical skill testing question.



2010 Pier 1 Imports®/UNICEF/Owlkids® Greeting Card Contest

Sponsored by Canadian UNICEF Committee, Pier 1 Imports (U.S.) Inc.® and Owlkids®

2010 OFFICIAL CONTEST RULES - NO PURCHASE NECESSARY TO ENTER OR WIN

1. DESCRIPTION OF CONTEST: The purpose of the 2010 Pier 1 Imports®/UNICEF/Owlkids® Greeting Card Contest is to select one winning design created by a participating child. The one winning design will be printed and reproduced by the Canadian UNICEF Committee as a greeting card design to be sold exclusively at Pier 1 Imports® company owned stores in Canada. Eligible contestants are invited to draw a card that depicts their interpretation of the theme "Joy to the World." The proceeds from the sale, during the 2010 holiday season of the winning design greeting cards at Pier 1 Imports® company owned stores, go directly to the Canadian UNICEF Committee.

2. ELIGIBILITY: All children ages 14 and under as of April 18, 2010, and who are Canadian residents are eligible to participate. The immediate family members of employees of the United Nations, UNICEF, the Canadian UNICEF Committee, Pier 1 Imports®, Bayard Presse Canada Inc. their representatives, agents and their affiliated entities, members of the selection jury and any persons with whom any of the foregoing are domiciled are not eligible to participate.

3. HOW TO ENTER:

a. Beginning March 1, 2010, official entry kits can be obtained free, no purchase necessary, by visiting any company owned Pier 1 Imports® location in Canada. For the location of your nearest Pier 1 Imports® store, call 1-800-447-4371 or visit the Pier 1 Imports® website, www.pier1.ca. If you are unable to visit a Pier 1 Imports® location you may obtain an entry kit by calling the Canadian UNICEF Committee at 1-800-567-4483 ext. 8854. You may also print the entry form and contest rules from the Pier 1 Imports® website, www.pier1.ca, the Canadian UNICEF Committee website www.unicef.ca, or the Owlkids® website www.owlkids.com. Please do not submit any information via the Internet. Sponsors cannot accept and will assume no responsibility for information received via the Internet.

b. Pencil, pen, crayon, colour markers and paints are permitted. Computer or other machine-generated artwork will not be accepted. Artwork must be original to the child entering the contest, not previously published and not copied.

c. Only one entry per child. All entries must be received by April 18, 2010.

d. Affix first-class postage on an envelope of appropriate dimensions to accommodate the completed entry form without excessive bending or folding.

Mail the official Entry Kit to:

Pier 1/UNICEF/Owlkids® Greeting Card Contest

Pier 1 Imports

3135 Highway #7

Markham, Ontario L3R 0T9.

e. Entries returned directly to Pier 1 Imports® stores or sent via the Internet will not be accepted. Photocopied or mechanically reproduced entries will not be accepted.

f. Upon entry, all cards, artwork and related intellectual property rights, including but not limited to copyright, become the sole property of the Canadian UNICEF Committee, without compensation to entrant. Upon entry each participating contestant irrevocably waives all moral rights respecting the cards and artwork. The entry cards will not be returned to the entrant. Entries may, throughout the contest and thereafter, be distributed, used, exhibited, donated, sold, auctioned, and/or displayed by Pier 1 Imports®, the Canadian UNICEF Committee and Bayard Presse Canada Inc. (including, but not limited to, reproduction and display on the Pier 1 Imports® website, the Canadian UNICEF Committee website and the Owlkids® website) and will be

disposed of at the discretion of the Sponsors, which rights are granted by an entrant to the Sponsors upon entry, all without notice or compensation to entrant.

4. WINNER SELECTION: Entries will be judged by a jury of representatives of Pier 1 Imports®, the Canadian UNICEF Committee and Bayard Presse Canada, Inc. on the creativity and quality of expression in depicting the theme "Joy to the World." The winners will be selected and notified by phone and/or mail on or about May 15, 2010. An eligible contestant who is selected must correctly complete a time-limited mathematical skill-testing question administered by telephone in order to be deemed a winner. All decisions of the judges are final. Odds of winning based on number of entries received. For a list of prize winners, send a separate, self-addressed, stamped envelope to UNICEF Contest Winners List, Pier 1 Imports, 3135 Highway #7, Markham, Ontario L3R 0T9, before May 15, 2010.

5. PRIZES:

a. Five finalists will be selected from the entries.

b. From the five finalists, one grand prize will be awarded to a participating child who is 14 years or younger as of April 18, 2010. The grand prize consists of: (1) selection of the child's artwork to appear on UNICEF greeting cards during the 2010 holiday season; (2) \$5,000 scholarship (3) \$500 worth of art supplies for the winner's school. (4) a one year gift subscription for the grand prize winner and for his or her school to one of Chirp, chickadee or OWL magazine.

c. The four remaining finalists will be notified on or about May 15, 2010. Each will receive (1) an Owlkids® surprise gift pack, and (2) a one year gift subscription for themselves and for their school to one of Chirp, chickadee or OWL magazine. In accordance with Canadian law, no charitable receipt for income tax purposes can be issued to the five finalists.

d. All prizes will be donated by Pier 1 Imports®, the Canadian UNICEF Committee, and Bayard Presse Canada Inc. All prizes are non-transferable and nonrefundable. No prize substitutions or redemptions.

e. The grand prize winning greeting card will be printed, reproduced and sold by the Canadian UNICEF Committee and is subject to interpretation and modification. Without any further compensation to the grand prize winner, Pier 1 Imports® and the Canadian UNICEF Committee will each have the right to reproduce and sell the grand prize winning greeting cards through its company operated stores, and also the right along with the Canadian UNICEF Committee to use reproductions of the grand prize winning card as a Pier 1 Imports® official corporate greeting card for the 2010 holiday season and in connection with future Canadian UNICEF Committee promotional campaigns. The proceeds from such Pier 1 Imports® sales will be contributed to the Canadian UNICEF Committee.

6. ADDITIONAL TERMS AND CONDITIONS:

a. Contest subject to all federal, provincial and local laws and regulations. This contest is void where prohibited. Applicable taxes, if any, are the responsibility of the winners.

b. Entry constitutes agreement with all of the foregoing rules and terms, and also constitutes permission to use the winner's and parent's or legal guardian's name, likeness, contest card entry and information contained therein, artwork, statements, quotes, testimonials, photographs, and name of hometown for promotional purposes, including but not limited to posting of such information and reproduction and display of the winner's card on the Sponsors' websites, except where prohibited by law. Failure to comply with the contest rules may result in the entrant's disqualification.

c. Sponsors are not responsible for: (1) lost, stolen, illegible, torn, damaged, late, incomplete or misdirected entries; (2) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures or difficulties; and (3) any condition caused by events beyond the control of the Sponsors which may cause the contest or the awarding of prizes to be disrupted or impractical of being completed. Sponsors reserve the right to suspend and/or cancel the contest should causes beyond their control interfere with the administration, security or proper conduct of the contest. Sponsors will only collect personal information which is sufficient to determine and identify the grand prize winner and will contact the grand prize winner's parent or guardian only. The Sponsors will not retain any personal information following the conclusion of the contest other than that required specifically for the due operation of the contest. The Sponsors will not use the personal information collected herein for any other purpose.

d. This contest is offered only in Canada. Except as required pursuant to Quebec law, Ontario law will apply in the event of any disputes relating to or arising from the Contest and the Ontario courts shall have nonexclusive jurisdiction over all such disputes. In the case of the prize winners resident in the Province of Quebec, any litigation respecting the conduct or organizing of a publicity contest may be submitted to the Régie des alcools des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties to reach a settlement.

e. The collection and use of personal information of the entrants and their parents and/or legal guardians by the Sponsors will be subject to the UNICEF Canada Privacy Policy. A copy of the UNICEF Canada Privacy Policy can be obtained by writing to the Canadian UNICEF Committee at the address below or at www.unicef.ca/legal.

f. A copy of the latest financial report for the Canadian UNICEF Committee may be obtained by writing to: Canadian UNICEF Committee, 2200 Yonge Street, Suite 1100, Toronto, ON M4S 2C6.

7. SPONSORED BY: Canadian UNICEF Committee, 2200 Yonge Street, Suite 1100, Toronto, ON M4S 2C6; Pier 1 Imports® (U.S.) Inc., 3135 Highway #7, Markham, Ontario L3R 0T9; Owlkids® (Division of Bayard Presse Canada Inc.), 10 Lower Spadina Ave., Suite 400, Toronto, Ontario M5V 2Z2. The French language version of the contest rules and official entry form are available by calling toll free 1-800-567-4483 ext. 8859. You may also print the entry form and contest rules from the Pier 1 Imports® website, www.pier1.ca, the Canadian UNICEF Committee website www.unicef.ca, or the Owlkids® website www.owlkids.com. Une version française des règles du concours, la trousse de participation officielle et la fiche d'inscription officielle sont disponibles au 1-800-567-4483 poste 8859.