



Sogo Active. A program presented by Coca Cola Canada in collaboration with ParticipACTION

sogo active program registration

Complete this form and fax or mail it back to us. We will send you an email once your registration is complete, and you will be able to log in to the Sogo Active website and get started!

You must answer all fields. You must be between the ages of 13 and 19 to register.

1. about you

Are you? (please select one)

Male Female

First name: _____

Last name: _____

Date of Birth (DDMMYY): _____

On average, how many minutes do you spend moving each day? Being active can include anything from walking to school to playing a sport. Be honest with yourself! The number you put here will be used to set your weekly activity goal on the site.

Minutes/Day: _____

What is your citizenship? _____
(e.g. Canadian)

2. your contact information

E-mail address: _____

Address: _____

City: _____

Province/Territory: _____

Postal code: _____

Phone number: _____

3. for the website

Your screen name: _____

This nickname will represent you on the website and must be 6-8 characters long.

Password: _____

Please make sure that you keep a copy of this password so that you can access the website. This password must be 6-8 characters long.

Which language do you prefer to use for the Sogo Active Program? (please select one)

English French



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4. your permission

Yes! Please send me Sogo Active updates. (put an X in the box if you would like to keep up to date with Sogo Active e-mails!)

Yes, I have read and agreed to the Privacy Policy and Terms of Use of the sogoactive.com website (see <https://secure.sogoactive.com/ssldocs/youth/terms.jsf>)

5.

IF YOU ARE UNDER 19 IN BRITISH COLUMBIA, NEW BRUNSWICK, NEWFOUNDLAND & LABRADOR, THE NORTHWEST TERRITORIES, NOVA SCOTIA, NUNAVIT, AND THE YUKON OR UNDER 18 IN ALBERTA, MANITOBA, ONTARIO, PRINCE EDWARD ISLAND, QUEBEC OR SASKACHEWAN? IF SO, PLEASE ASK YOUR PARENT OR GUARDIAN TO COMPLETE THE FOLLOWING WAIVER TO ALLOW YOU TO PARTICIPATE IN THE SOGO ACTIVE PROGRAM.

Dear Parent/Guardian,

Your child has shown an interest in becoming a Sogo Active participant. In order to complete your child's registration, you are required to read, sign and return the Consent to Collection of Minor Child's Personal Information and Release and Waiver of Liability for Minor Child's Participation in the Sogo Active Program.

What is Sogo Active?

Sogo Active is a place where Canadians of all abilities aged 13-19 can set physical activity goals, log their progress and challenge themselves. There are also Sogo Active hosts, which are community organizations committed to helping young people increase their physical activity. Sogo Active is a program presented by Coca-Cola Canada in collaboration with ParticipACTION.

Once you have signed and returned this document to us, your child will be able to keep track of their activity levels in their online Sogo Active log and join activity groups. To find out more about Sogo Active, please visit <https://secure.sogoactive.com/ssldocs/youth/faq.jsf>



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**CONSENT TO COLLECTION OF MINOR CHILD'S PERSONAL INFORMATION AND RELEASE
AND WAIVER OF LIABILITY FOR MINOR CHILD'S PARTICIPATION IN THE SOGO ACTIVE PROGRAM
THIS IS A BINDING LEGAL DOCUMENT. PLEASE READ IN FULL AND UNDERSTAND BEFORE SIGNING.**

In consideration of my minor child participating in the Sogo Active Program, I confirm and agree with the following:

I am the parent or legal guardian of the minor child identified below (hereinafter "child"). I am providing this Consent to Collection of Personal Information and Release and Waiver of Liability (this "Consent and Release") with the understanding that it will be relied upon as confirmation of my consent to allow my child to participate fully in the Sogo Active Program, including all activities, surveys, contests, sweepstakes and other elements offered to Program participants (the "Program"). Coca-Cola Ltd. is the official sponsor of the Program, which is presented in collaboration with ParticipACTION.

Consent to Collection, Use, Storage and Disclosure of Personal Information

I understand and acknowledge that my child may be asked to provide personal information that will be used for the purposes of administering the Program. My child may also be asked to participate in opinion research surveys administered throughout the Program to provide feedback on its effectiveness and the usability of the Program website so that the sponsor or its third party agencies may improve the Program. I further understand that any personal information collected from my child may be shared by the sponsor with its US-based parent company The Coca-Cola Company, third party agencies, and promotional partners, including ParticipACTION, and that it will be compiled with the information collected from other Program participants for use in aggregate form. All personal information collected may also be used in accordance with the sponsor's privacy policy found at www.sogoactive.com. My child's participation in the surveys is voluntary; however, by signing this document, I voluntarily consent to his/her participation in the surveys, should he/she choose to participate, and to the collection, use and disclosure of his/her personal information, for the purposes described above.

Release and Waiver of Liability

I understand and acknowledge that the Program is designed to promote physical activity and physical fitness among Canadian youth ages 13 to 19 and, therefore, that in connection with the Program, my child may be participating in physical and sporting activities, some of which may be organized by community centres and some of which may be organized by my child and/or other people who are participating in the Program. I further understand and acknowledge that some of the physical or sporting activities may be unsupervised and that training or instruction in relation to the physical or sporting activities that my child engages in may or may not be provided. I understand and acknowledge that in any kind of physical activity, there is always a risk of injury, death or other harm, and I agree to accept all risks associated with my child's participation in the Program, including all such activities and transportation to, from and in connection with such activities.



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I understand, acknowledge and hereby voluntarily agree that my consent to allow my child to participate in the Program, and related survey(s), contests and sweepstakes, and other Program elements will be confirmed when I sign this document in the space provided below. I further understand, acknowledge and hereby voluntarily agree that, by signing this document, I am agreeing to RELEASE, HOLD HARMLESS AND DISCHARGE Coca-Cola Ltd., ParticipACTION, ePrize, LLC, and authorized bottlers or distributors of Coca-Cola products, and any promotional or delivery partners, each of their parent, subsidiary, affiliate and related companies, and each of their respective officers, directors, employees, agents and volunteers (collectively the "Released Parties") of all claims and causes of action of any kind arising, now or in the future, in whole or in part, directly or indirectly, out of my child's participation in the Program and all activities undertaken in connection therewith, including without limitation, personal injury, loss of enjoyment or other harm or loss of any nature whatsoever, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

I further understand, acknowledge and agree that by signing this document I forever waive all the rights and demands of myself and my child against the Released Parties and that no action will be taken by or on behalf of myself or my child with respect to any such rights, it being understood that this release shall be binding upon the heirs, executors, and administrators of me and my child.

Participation in Sogo Active Sweepstakes or Contests

I understand that, as part of the Program, my child will be offered the opportunity to participate in one or more sweepstakes, contests or other promotions presented by Coca-Cola. In that regard, if my child is selected in any such sweepstakes or contest, I consent to Coca-Cola Ltd. sharing my child's personal information with all agencies or prize suppliers involved in the administration of the sweepstakes, contests or promotions. By signing this document in the space provided below, I confirm my acceptance of, and agreement to, the terms of this Consent and Release. I understand that if Coca-Cola does not receive this signed release, my child will not be permitted to register for the Program and will not be able to participate in any contests, sweepstakes or promotions connected with the Program.



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Child's name: _____

Child's birthdate: _____

Name of Parent or Legal Guardian (please print): _____

Signature of Parent or Legal Guardian: _____

Parent/Legal Guardian's Address: _____

Parent/Legal Guardian's Phone Number: _____

Parent/Legal Guardian email address: _____

Return your registration form and this signed Consent and Release to:

By Mail:

**The Coca-Cola Company
Sogoactive.com
Consumer Support
P.O. Box 1734
Atlanta, Georgia 30301**

By Fax:

**1 800 758 4308
Attention: Sogoactive.com**