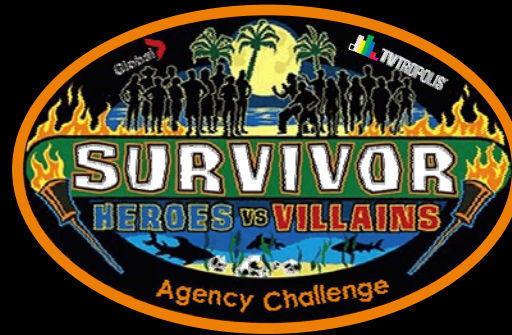


Survivor 20<sup>th</sup> Season



Survivor 10 year Anniversary

Outwit, Outplay, and Outlast...

Prove that your Agency has what it takes to win in  
**Canwest's Survivor Agency Challenge!**

Enter your team of 10 at [survivorchallenge@canwest.com](mailto:survivorchallenge@canwest.com)

Compete against other Agencies to WIN points.

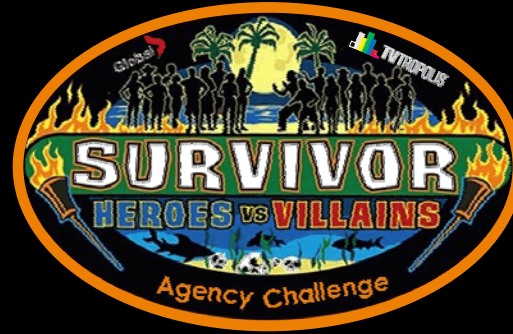
WATCH the micro-site for weekly trivia challenges and  
standings [www.canwest.com/contests/survivorchallenge/](http://www.canwest.com/contests/survivorchallenge/)

Have FUN with your tribe and your Canwest Reps at a  
few on-site challenges

Grand Prize includes a day of fun, games, food and  
“refreshments” on Toronto Island for your tribe.

Contest starts April 1st. Winners Announced May 18<sup>th</sup>.

Survivor 20<sup>th</sup> Season



Survivor 10 year Anniversary

## Challenge #1 – The Entry

Win a Stainless Steel Survivor Water Bottle just for entering. Round up your tribe of 10 to compete.

Pick a Leader to be your spokesperson.

**Name your tribe.**

**Take a digital team photo.**

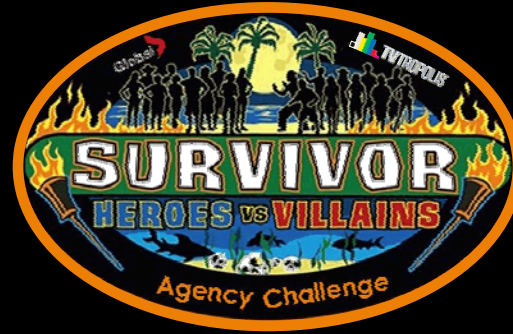
Send them to us at:

[survivorchallenge@canwest.com](mailto:survivorchallenge@canwest.com)

You will WIN points for creativity in both of these.

Entry Deadline: April 9th

Survivor 20<sup>th</sup> Season



Survivor 10 year Anniversary

## Challenge #2 – On-site FUN

With your tribe name and picture we have created a points leader board so that you can track your performance.

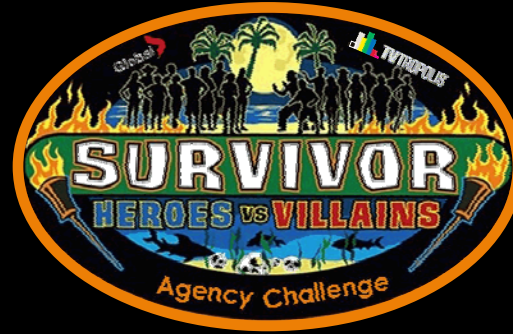
[www.canwest.com/contests/survivorchallenge/](http://www.canwest.com/contests/survivorchallenge/)

Your Rep will meet your tribe and administer a few strategic problem solving challenges.

Points awarded for tribe's fastest times and completion.

Timing: April 19 – 30th

Survivor 20<sup>th</sup> Season



Survivor 10 year Anniversary

## Challenge #3 - Trivia

Friday Mornings starting April 16<sup>th</sup>, after each Survivor episode airs on Global, we will post a question on-line.

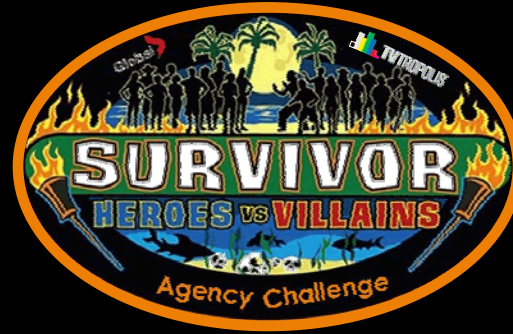
[www.canwest.com/contests/survivorchallenge/](http://www.canwest.com/contests/survivorchallenge/)

Answer the Survivor question correctly via email  
at [survivorchallenge@canwest.com](mailto:survivorchallenge@canwest.com)

And you WIN more points.

Be sure to check your standings – updated every Thursday.

Survivor 20<sup>th</sup> Season



Survivor 10 year Anniversary

## Challenge #4 - Finalists

Watch Survivor, get to know the castaways and...

Tribe must guess the final three castaways on:

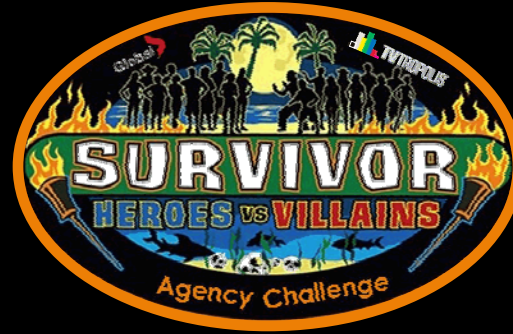
Survivor Heroes vs. Villains

Bonus Points will be Awarded for selection of  
correct Final Survivor

Selections must be made by May 6th

The more correct choices, the more points you WIN.

Survivor 20<sup>th</sup> Season



Survivor 10 year Anniversary

## Grand Prize

On May 18<sup>th</sup> the winning tribe of Canwest's first Survivor Agency Challenge will be announced and they WIN:

**A Canwest Island Adventure.**

**Enjoy a day of fun, games, food and "refreshments" on Toronto Island with your Tribe and your favorite Canwest reps (date TBD).**

Also your tribe will be recognized when we showcase your team photo during the Canwest 2010 Fall Upfront.