

Media Release

I acknowledge now, upon the terms stated here, I agree as follows:

1) I, for myself and for and on behalf of my child(ren), give to 1054494 B.C. Ltd. (the “**Company**”) It Starts With Birth and its principal Angela Schaeerer (the “**Educator**”), and their respective heirs, legal representatives, agents and assigns, and those acting with their authority and permission, the unrestricted right and permission to copyright and use, re-use, publish or re-publish the following, for illustration, art, promotion, advertising, trade, or any other legal purpose whatsoever:

- a. stories about me or about my child(ren) or accounts of the childbirth or breastfeeding or parenting of my child(ren) that I tell to the Educator, the Company or their agents;
- b. videos of me or of my child(ren) that are taken by the Educator, the Company or their agents;
- c. drawings and photographic portraits or pictures of me or my child(ren), or in which I or my child(ren) may be included intact or in part, composite or distorted in character or form, that are taken by the Educator, the Company or their agents;
(collectively, the “**Media**”)

without restriction as to changes or transformations of the Media, and whether used in connection with my own or a fictitious name, or as to any reproduction of the Media made through or into any and all types of media now or hereafter known.

2. I hereby, for myself and for and on behalf of my child(ren), also permit the Company and the Educator the exclusive use of the Media in any digital or printed material by the Educator, the Company or their agents.

3) I hereby, for myself and for and on behalf of my child(ren), relinquish any right that I may have to examine or approve the completed Media, the advertising copy or printed or digital matter that may be used in connection with the Media, or the use to which the Media may be put.

4) I hereby, for myself and for and on behalf of my child(ren), release, discharge and agree to save harmless the Company, the Educator, their heirs, legal representatives or assigns, and all persons acting under their permission or authority, and those persons for whom the Company or the Educator is/are acting, from any claims, damages and liability of any type whatsoever arising from the use of the Media, or that may occur or be produced in the taking of the Media or in any subsequent processing thereof, as well as any publication thereof, including, without limitation, any claims for libel or invasion of privacy.

5) I hereby affirm that I am over the age of majority and have the right to contract in my own name, and I further affirm that I am a guardian of each of my child(ren) and I have the right to contract on

my child(ren)'s behalf. I have read the above authorization, release and agreement, prior to its execution; I fully understand the contents thereof. This agreement shall be binding upon me and my heirs, legal representatives and assigns.

6) If a dispute arises about the use of the Media, I agree for myself and for and on behalf of my child(ren) that I will first try to resolve the dispute through mediation.

7) This Media Release represents the complete agreement between the Company, the Educator, myself and my child(ren), and it may not be amended except in writing signed by myself and the Educator, the Company, or their agent(s).

8) If a court finds any part of this Media Release to be invalid or unenforceable, the remainder of the Media Release shall remain intact and enforceable.

9) This Media Release is to be governed by, and interpreted in accordance with, the laws of British Columbia.

I agree that by joining this forum, I give consent to the above written Media Consent.