



Tobacco and Vaping Compliance and Enforcement Program
Programme de conformité et d'application de la loi sur le tabac et les produits de vapotage

Kendall Nowe
President
East Hants Sport Heritage Society
Establishment Address

Promotions and Internet Inspections Unit
200, boul. René-Lévesque Ouest
Montréal, Québec, H2Z 1X4

[REDACTED]
B0N 1H0

December 17, 2025

Sent email on December 17, 2025.

Re: Request to Display Historical Score Clock

Kendall Nowe,

This letter confirms that Health Canada's Tobacco and Vaping Compliance and Enforcement Program (TVCEP) received a request from East Hants Sport Heritage Society's to display a historical score clock featuring tobacco product branding ("Export").

Following the appropriate assessment and verification process, Health Canada has determined that the score clock does not meet the criteria to be considered as promotion under the *Tobacco and Vaping Products Act* (TVPA) and therefore, can be displayed as is. This determination is based on the fact that no manufacturer or retailer is offering any incentives (e.g. an exchange of value) for the use of the tobacco brand element "Export" and your organization intends to display the historical score clock in the Sportsplex Museum/Hall of Fame area for educational purposes.

Please note that this confirmation pertains solely to the display of the item as described above and does not extend to any representations or uses beyond the approved scope. This confirmation is also limited to the requirements administered by TVCEP. Verification of compliance with any other applicable municipal, provincial, or federal laws lies solely with East Hants Sport Heritage Society. This letter should not be interpreted as confirmation of compliance with any legislation outside our mandate."

If you have any questions or require additional clarification, please contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "ARLB".

Alain Richard

Senior Manager, Promotions and Internet Inspections Unit
Tobacco and Vaping Compliance and Enforcement Program
Cannabis, Tobacco and Controlled Substances Directorate
Regulatory Operations and Enforcement Branch
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