

Physical Activity Skit Challenge

NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: Open to students in schools in CT, MA, NH, RI and VT. Students in schools from the following Connecticut counties: Fairfield, New Haven and Litchfield, will receive an alternate prize of equal value if selected as the winner. Employees of (New England Dairy Promotion Board, NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible. Void where prohibited.

Contest Period: Contest runs from February 6, 2012 to March 26, 2012. Winners will be notified by April 30, 2012.

Prize: Approximately twenty (20) to thirty (30) students from the school selected as the winner of the Physical Activity Skit Challenge will be invited to visit the New England Patriots practice facility where they will run drills and practice like the pro's at the Dana-Farber Field House at Gillette Stadium in Foxborough, Massachusetts.

Limit one prize per person and per school. Prizes are non-transferable and must be accepted as awarded. Sponsor may substitute a prize of equal or greater value. Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by Sponsors in the event that a prize (or part thereof) cannot be awarded, in which case Sponsors will at their sole discretion award a prize (or part thereof) of equal or greater value. Taxes are the sole responsibility of the winners. Winner understands that he/she must claim a prize award on their tax return that is valued at \$600.00 or greater.

Runner-up Prize: One (1) school selected as the runner-up for the Physical Activity Skit Challenge will receive up to twenty (20) Fuel Up to Play 60 custom backpacks filled with cool prizes.

Judging Criteria: All entries will be judged according to the following criteria: creativity, originality, Fuel Up to Play 60 messaging, appropriate content, and relevance to the Challenge. Challenge submissions that follow these guidelines will have an increased chance of winning:

1. Integrate the language: "Eat healthy. Get active. Make a difference."
2. Incorporate "Fuel Up to Play 60" in some way (verbally, visually, etc.)
3. Connect the Challenge to one of the "Plays" found in the online Playbook.
4. Video submissions must be no longer than 60 seconds.
5. Submissions must exclude copy-written music.
6. When submitting entries, students/teachers must enter a description to explain what the entry is, especially when submitting photos.

Any entry which includes inappropriate content will be disqualified.

All Submissions: When a student (or adult) uploads a Challenge entry, all students in the school will receive a special digital badge and downloadable reward via their Fuel Up to Play 60 Dashboard.

How to Enter and Win: Students can submit their Physical Activity Skit Challenge by logging into their Fuel Up to Play 60 Dashboard and uploading their entry onto School Tube. All entries must abide by copyright laws and cannot include any unlawful information or copyright. Judges' decisions are final and may not be appealed. Potential winners will be contacted through the school Fuel Up to Play 60 Program Advisor (or other adult at the school). If a school adult cannot be contacted or does not return fully completed documentation within the time specified, another winner will be chosen. All entries must be original. All entries shall be owned by Dairy Management, Inc. ("DMI") and New England Dairy Promotion Board (NEDPB) and may be used by DMI, NEDPB and the NFL in all media in connection with the Fuel Up to Play 60 program.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., New England Dairy Promotion Board, the NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable federal, state, and local laws and regulations.

Winners List: To receive a list of winners, mail a self-addressed, stamped envelope to: New England Dairy Promotion Board, Attn: FUTP 60 Challenges, 1034 Commonwealth Avenue, Boston, MA 02215.

Sponsor: The sponsor of this contest is Dairy Management, Inc.

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