

Track Your Stats Competition

NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: All schools in CT, MA, NH, RI and VT enrolled in Fuel Up to Play 60. Employees of New England Dairy & Food Council, 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 October 1, 2011 to May 31, 2012. Winning schools will be notified by 11/10/11, 12/9/11, 1/9/12, 2/10/12, 3/8/12, 4/6/12, 5/7/12 and 6/8/12 for the monthly prize. Winning schools will be notified for by 2/10/12 for the first period (10/1/11 to 2/5/12) prize. Winning schools will be notified by 6/8/12 for the second period (2/6/12 to 5/31/12) prize.

Prizes: Monthly Prize: \$100 Fuel Up to Play 60 store gift code for the top tracking school in each above mentioned states. **Period One Prize:** NFL Merchandise Prize Pack (estimated \$200 value) for the top tracking school in each state for the period defined above. **Period Two Prize:** Field Day Fun Pack (estimated value \$350) for the top tracking school in each state for the period defined above. All prizes awarded to school must be used to enhance Fuel Up to Play 60 activation within the winning school. 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.

How to Enter and Win: Fuel Up to Play 60 schools with enrolled and tracking students are automatically entered to win. Enrolled students who track their healthy eating and physical activity behaviors with the online Fuel Up to Play 60 tracker will generate points for their school. Schools in CT, MA, NH, RI & VT with the highest points at the end of each prize period will win the above mentioned prizes. Monthly prize for each calendar month starting October 1, 2011, ending May 31, 2012. Period one prize for most total points earned between October 1, 2011 and February 5, 2012. Period two prize for most total points earned between February 6, 2012 and May 31, 2012.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., New England Dairy & Food Council, 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: Track Your Stats Competition, c/o New England Dairy & Food Council, 1034 Commonwealth Avenue, Boston, MA, 02215.

Sponsor: New England Dairy & Food Council, 1034 Commonwealth Avenue, Boston, MA, 02215

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Entities”) will have no liability or responsibility for any claim arising in connection with participation in this contest or any prize awarded. The NFL Entities have not offered or sponsored this contest in any way.