

2018-19 Fuel Up to Play 60 Touchdown School Rewards
NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: Enrolled Fuel Up to Play 60 schools in CT, MA, NH, RI and VT. Employees of New England Dairy & Food Council/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 August 1, 2018 to April 1, 2019. Winners will be notified by May 1, 2019.

Prize: All schools who achieve First Down status (complete and check off three (3) Steps on their Fuel Up to Play 60 Dashboard) by April 1, 2019 will receive an NFL Player Standee. All schools who achieve Field Goal status (complete and check off five (5) Steps on their Fuel Up to Play 60 Dashboard) by April 1, 2019 will have access to the Fuel Up to Play 60 Prize Vault to pick out up to three (3) items of Fuel Up to Play 60 swag to reward your team. All schools who achieve Touchdown status (complete and check off all six (6) Steps on their Fuel Up to Play 60 Dashboard) by April 1, 2019, except schools that received \$500 Touchdown Reward for the 2017-2018 school year and did not complete the follow up survey in Fall 2019, will be awarded \$500.00 to continue their success with Fuel Up to Play 60. 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: All Fuel Up to Play 60 schools who complete and check off Steps on their Fuel Up to Play 60 Dashboard to achieve First Down, Field Goal and Touchdown status throughout the 2018-2019 school year and prior to April 1, 2019 will be automatically entered into the Touchdown School Rewards Contest.

New England Dairy & Food Council will distribute the \$500 in funding to each Touchdown school upon receiving a completed W9 from the school and a signed letter of agreement stating how the money will be spent. Schools must return this documentation to New England Dairy & Food Council by June 15, 2019 to claim their reward money. Funds must be spent prior to November 15, 2019. In September 2019, a short follow up survey will be sent to schools to find out how the funding was used or how a school plans to use the funding if it hasn't already been spent.

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), NFL Players Association, NFL PLAYERS Inc. 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 & Food Council, 1034 Commonwealth Avenue, Boston, MA 02215.

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

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