

## **Fuel Up to Play 60 Yogurt's Got Game Recipe Contest**

### **NO PURCHASE NECESSARY TO ENTER OR WIN. MANY WILL ENTER, FEW WILL WIN.**

**Eligibility:** K-12<sup>th</sup> schools within Texas, New Mexico and Oklahoma, excluding Texas Counties Nacogdoches, Shelby, San Augustine, Angelina, Trinity, Jasper, Sabine, Polk, Tyler, Newton, San Jacinto, Madison, Walker, Hardin, Brazos, Grimes, Montgomery, Liberty, Jefferson, Orange, Harris, Chambers, Galveston, Brazoria, Matagorda, Jackson, Lavaca, Wharton, Colorado, Fort Bend, Austin, Waller, Washington and Calhoun, that are enrolled in Fuel Up to Play 60 (FUTP60). FUTP60 schools must submit a standardized recipe using yogurt that meets National School Lunch, National School Breakfast, or USDA Smart Snacks guidelines. FUTP60 schools must submit a photo of students testing or promoting the recipe, along with a written explanation of how the recipe is nutritionally beneficial. Employees of Dairy MAX, Inc., the 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 Monday, October 1<sup>st</sup>, 2018 to Friday, October 19<sup>th</sup>, 2018. Fuel Up to Play 60 Program Advisors of the winning school will be notified by Friday, October 26<sup>th</sup> by a Dairy MAX representative. *Winning school will notify the Dairy MAX representative by Friday, November 16, 2018 of their acceptance of the award.*

**Prize:** One winning school will receive a \$2,500 grant to be used by their nutrition department for equipment to support improvements to the school meals program and a 45-minute breakfast celebration event. If winning school is within 75 miles of AT&T Stadium in Arlington, TX, the breakfast celebration event will feature Rowdy, Mascot of the Dallas Cowboys. Schools outside of the 75 mile radius of AT&T Stadium will receive a video call with a NFL Player. Date of the video call will be determined by Dairy MAX, the NFL, and the winning school. The winning school is encouraged to include participation from parents and community members and must feature the winning recipe. Winning school will receive a \$50 gift card to support supplies for the breakfast celebration event. Dairy MAX will coordinate dates and activities with the school to plan the celebration. Presence of a Dairy MAX representative for the celebration event will be determined by schedule and availability and is not guaranteed.

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 his or her tax return that is valued at \$2500.00 or greater.

#### **How to Enter and Win:**

**To Enter:** Enroll as a Program Advisor on the [fueluptoplay60.com](http://fueluptoplay60.com) website. FUTP60 students and Program Advisors must work with their school cafeteria manager to choose and execute a standardized recipe featuring yogurt. Recipes should be for one serving. All recipes must meet National School Lunch, National School Breakfast, or USDA Smart Snacks guidelines. Along with the standardized recipe, Program Advisors of FUTP60 schools must also submit a photo of students promoting, making, and/or taste testing the recipe, along with a written description (maximum 250 words) of how the recipe is nutritionally beneficial (Limit one recipe, photo and written description entry per school). Science-based nutrition education resources will be available to FUTP60 schools via the Dairy MAX website to support the students' written

description: <https://www.dairydiscoveryzone.com/yogurt>. All entries will be submitted by the Program Advisor via the Dairy MAX contest website: <https://www.dairymax.org/school/contests>.

**To win:** All eligible FUTP60 schools will be entered in a 3<sup>rd</sup> party random drawing. One (1) winner will be selected.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy MAX, Inc., the NFL Entities (as defined below), their respective partners, 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: 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050

**Sponsor:** Dairy MAX, Inc., 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050

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