

## 2022/23 Fuel Up to Play 60 Learning Plan Farm Tour Contest

### NO PURCHASE NECESSARY TO ENTER OR WIN.

**Eligibility:** Schools with grades 6-12 in CT, MA, NH, RI and VT that implement the Fuel Up to Play 60 Learning Plan. 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 September 21, 2022, to April 17, 2023. Winner will be notified by April 28, 2023.

**Prize:** One school who implements at least one lesson and activity from the Fuel Up to Play 60 Learning Plan units: Farmers Fuel the World or Farmers Celebrate Earth Day, Every Day during September 21, 2022, through April 17, 2023, will be randomly selected to win a field trip to a local dairy farm. One school bus will provide transportation for up to 25 of the winning school's students and their chaperones to a local dairy farm during regular school hours in Spring 2023. School must provide chaperones (minimum of three, maximum of five, age 21 or older). 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. The 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:** Schools with grades 6-12 that implement the Fuel Up to Play 60 Learning Plan Unit will send at least one photo and a brief paragraph about what lesson(s) and activity(ies) they chose, what the students did, and the outcome of the activity to [info@newenglanddairy.com](mailto:info@newenglanddairy.com). By submitting photos that include identifiable students, you are confirming that these students have signed media and photography releases and that New England Dairy has permission to use these photos in any way.

**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: New England Dairy, 1034 Commonwealth Avenue, Boston, MA 02215.

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

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