Official Rules

American Dairy Association North East

Farm to School Video Sweepstakes, Fall 2026

No purchase necessary to enter or win a prize for yourself or your school. A purchase will not increase chances of winning. The Sweepstakes is sponsored by American Dairy Association North East ("Sponsors"). Void where prohibited.

NOTICE: *This sweepstakes is intended for participation in the United States only and shall be construed and evaluated only according to United States law. Do not proceed in this sweepstakes if you are not a legal resident of the United States, or if you do not fall within the eligibility requirements set forth in the Official Rules below.*

1. **CAN I PARTICIPATE?** This event is open only to public schools within the region served by American Dairy Association North East ("Sponsor"), in districts that are participating in the Sponsor's Farm to School Promotion. Employees of American Dairy Association North East, National Dairy Council, their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotional materials and persons who are immediate family members of or who reside in the same household as persons in the preceding categories are not eligible to submit entries on behalf of any participating school.

2A. **HOW DO STUDENTS ENTER FOR THEIR SCHOOL?** The Sweepstakes begins on or about Oct. 1, 2026 and ends on or about Nov. 12, 2026 (the "Promotion Period"). To enter, go to www.FuelUpMilkVids.com. You will be prompted to watch one of five Farm to School Videos. At the end of the video, you will be asked to complete the form and submit. NO PERSONALLY IDENTIFIABLE INFORMATION WILL BE REQUESTED OR ACCEPTED FROM ANY STUDENT. STUDENT ENTRIES ARE COLLECTED ANONYMOUSLY ON BEHALF OF THEIR SCHOOLS ONLY.

2B. **WHAT CAN STUDENTS WIN?** Students participating in the program will earn a badge for completing this challenge. NO OTHER STUDENT PRIZE IS OFFERED.

3A. **HOW DO TEACHERS ENTER FOR THEIR SCHOOL?** To enter for your school, show the videos at www.FuelUpMilkVids.com to your class and complete the "Teachers" entry form at the end of the video. Follow the instructions to enter on behalf of your entire class. Your school will be automatically entered into a random drawing for the **Prize Box** (defined below). All entries must be submitted on the website, during the Promotion Period, according to all applicable directions as listed on the website, or the entry will be void. Those who do not fill in all the required fields will be disqualified. This Sweepstakes is void where prohibited or restricted by law. The winning schools will be notified via telephone, mail and/or email and will be subject to verification by Sponsors. If a potentially winning school is determined to be ineligible, an alternate winning school may be selected, at Sponsors' sole discretion.

3B. **WHAT CAN MY SCHOOL WIN?** School prizes are awarded through Random Drawings involving all eligible schools. Prize Box may include various items to be determined. Approximate Retail Value (ARV): $200. Odds of winning are based on the total number of eligible entries received. Winning schools will be announced on or about Nov. 30, 2026. Prizes will be awarded in December of 2026. No substitution or transfer of prize or cash redemption is permitted. Sponsors may, at their sole option and discretion, substitute another prize they believe is of equal or greater value. Taxes, if any, are solely the winners' responsibility.

4. **ADDITIONAL INFORMATION**

Decisions made by Sponsors are final in all matters, including interpretation of these Official Rules and awarding of the Prize(s). If legitimately claimed, the Prize(s) will be awarded. In no event will more than the stated number of Prizes be awarded. All expenses not specified herein, including, without limitation, all federal, state and local taxes, are each winner's sole responsibility.

5. **LIMITATIONS ON LIABILITY/OTHER REQUIREMENTS**

All entrants, as a condition of entry, agree to be bound by these Official Rules and the decision of Sponsors. All Prize claims and winner materials will be verified by Sweepstakes judges. If this Sweepstakes is not capable of running as planned, including, because of any infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or other cause beyond Sponsors' control which corrupts or threatens to corrupt or adversely affects the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsors reserve the right, in their sole discretion, to cancel, suspend and/or modify this Sweepstakes, and Sponsors can perform the random drawing from among all eligible entries received prior to such cancellation, suspension or modification of the Sweepstakes.

Each winner releases the Sponsors, their affiliates and all employees, advertising agencies, agents, and representatives from all liability, claims, actions, and responsibility of any kind whatsoever for injuries, damages, or losses to persons and property which may be sustained in connection with the receipt, ownership or use of any Prize or while traveling to and from a location to obtain or use any Prize. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing or any acts of government or authority. **Neither Sponsors nor their affiliates make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the use of any Prize including, without limitation, quality merchantability, or fitness for a particular purpose.** Sponsors and their affiliates are not responsible for technical, hardware, software, or server malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled, corrupted or delayed electronic communications caused by Sponsors or their affiliates, the user or by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error which may occur in the processing of the entries in this Sweepstakes and which may limit a participant's ability to participate in this Sweepstakes. Sponsors are not responsible for any injury or damage to an entrant's or any other person's computer related or resulting from downloading any portion of this Sweepstakes. Entries that are incomplete, illegible or corrupted are void and will not be accepted. Entries generated by a script, macro or other automated means will not be accepted. Any person who supplies false information, enters by fraudulent means, or is otherwise determined to be in willful violation of these Official Rules will be disqualified. The Sweepstakes shall be governed by, construed and enforced in accordance with the laws of the State of New York. Each entrant agrees to not knowingly: damage or cause interruption of the Sweepstakes; prevent others from using the Sweepstakes; or obtain or modify another user's non-public account information without their consent. Submission of an entry is acknowledgement of, and agreement to be bound by, all terms and conditions of these Official Rules.

CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL AND/OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSORS MAY DISQUALIFY ANY SWEEPSTAKES ENTRANT MAKING SUCH AN ATTEMPT AND SPONSORS MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor reserves the right to modify these Official Rules in any way and at any time.
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