

2012 Big Game Contest

NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: Schools from, MA, CT, NH, RI and VT that are enrolled in the Fuel Up to Play 60 program. Connecticut schools in Fairfield, New Haven and Litchfield counties in are not eligible. Employees of New England Dairy & Food Council (NEDFC), 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 1/23/12 to 2/10/12. Winners will be notified by 2/13/12.

Prize: Prizes will include NFL footballs, jerseys and hats autographed by a New England Patriots player. Prizes will be awarded to ten (10) individual schools and should be used to promote the Fuel Up to Play 60 wellness program. 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: Adults from schools enrolled in Fuel Up to Play 60 can enter in two ways. Entries will be accepted through email submission to NEDFC@newenglanddairy.com or by posting on New England Dairy & Food Council's Facebook page: <http://www.facebook.com/NEDFC>. Acceptable entries include text descriptions of a healthy football celebration and/or pictures of the celebration. Eligible submissions will be entered in a drawing to win one (1) of ten (10) autographed prizes.

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 & Food Council, 1034 Commonwealth Avenue, Boston, MA 02215

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

© 2012 New England Dairy & Food Council®. Fuel Up is a service mark of National Dairy Council. The NFL, its member professional football clubs and owners, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, NFL International LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL 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.