

THE GREAT AMERICAN MILK DRIVE SCHOOL FUNDRAISING CHALLENGE

To encourage more students to join the fight against hunger, the dairy farmers of the American Dairy Association and Dairy Council (ADADC) in New York, New Jersey, and Pennsylvania have launched a unique community service competition that challenges schools to conduct a holiday season fundraising campaign for **The Great American Milk Drive**.

There are two ways your school can win:

1. The ADADC will match the donations collected by the first 20 schools to submit a report on their holiday fundraising campaign, up to \$500 per school. (Winners will be asked for a receipt showing the amount of their school donation.)
2. All schools that submit a report on their holiday fundraising campaign will be entered in a drawing to receive a cash grant from the ADADC, which can be used to purchase in-class exercise balls and fit pads or other classroom resources. One school will receive a \$2,000 grant, and two schools will each receive a \$1,000 grant.

Here's how to participate:

Step 1: Use the reproducible take-home letter to inform parents/guardians about your school holiday fundraising campaign and to enlist their support.

Step 2: Use the planning guide (Activity 3) to help students brainstorm ideas for collecting donations at your school and in your community. To get started, students can decorate empty milk jugs to collect donations —

- from family and friends
- in the school cafeteria
- at your school holiday assembly
- at PTA meetings and bake sales
- outside local supermarkets (with the store manager's permission)
- at community holiday events

THE GREAT AMERICAN MILK DRIVE SCHOOL FUNDRAISING CHALLENGE OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE CHANCES OF WINNING.

1. **Eligibility:** The Great American Milk Drive School Fundraising Challenge (the "GAMD Challenge") is open to all schools located in New York, New Jersey, or Pennsylvania that have received the "The Great American Milk Drive" educational program. Employees (and the immediate families and household members of such employees) of the American Dairy Association and Dairy Council, its members, advertising agencies, and YMI, Inc. are ineligible. The GAMD Challenge is subject to all applicable federal, state, and local laws and regulations. Void in Puerto Rico and where prohibited by law.
2. **How To Enter:** The GAMD Challenge begins at 12:01 AM Eastern Time on November 16, 2015 and ends at 11:59 PM Eastern Time on December 21, 2015 (the "Promotional Period"). To enter, schools must conduct and report on a fundraising campaign for The Great American Milk Drive. Fundraising reports must describe the school's fundraising activities, the dates of the fundraising campaign, and the amount of money donated to The Great American Milk Drive. Fundraising reports may be submitted by filling out the reply card enclosed with the "The Great American Milk Drive" educational program and mailing it to: Young Minds Inspired, 90 Crown Street, New Haven, CT 06510; or by filling out and submitting the online reporting form at ymiclassroom.com/gamd-challenge. Fundraising reports must be postmarked or received no later than December 21, 2015. A total of one entry allowed per school. The Sponsor, Administrator and any Internet access providers, their respective parents, affiliates, divisions, and agencies, and each of the foregoing entities' respective employees, officers, directors, shareholders and agents (the "Released Parties") are not responsible for incorrect or inaccurate transfer of entry information, human error, technical malfunction, lost/delayed data transmissions, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, inability to access web sites, damage to a user's computer system (hardware and/or software) due to participation in the GAMD Challenge or any other problem or error that may occur, or for late, lost, incomplete, stolen, misdirected, mechanically reproduced, illegible entries, or postage due entries and/or mail. By entering, entrants agree to these Official Rules.

Step 3: Use the wall poster to track your fundraising success. Give your campaign a title, set start and end dates, and decide on a fundraising goal. Then color in the milk jugs to mark your progress. Depending on your goal, each milk jug can represent one dollar, five dollars, or more!

Step 4: At the end of your fundraising campaign, use the money your students have collected to make a donation online at <https://milklife.com/give/donate>. You will need a credit card or Paypal account. Minimum donation is \$5.00.

Step 5: Submit a report on your school fundraising campaign by filling out and returning the enclosed postage-paid reply card, or by using the online reporting form at ymiclassroom.com/gamd-challenge. All schools that submit a fundraising report will be entered in a drawing to receive a grant from the ADADC, which can be used to purchase in-class exercise balls and fit pads or other classroom resources. One school will receive a \$2,000 grant, and two schools will each receive a \$1,000 grant. **Your report must be postmarked or received by December 21, 2015 to be eligible.**

And remember — The ADADC will match the donations collected by the first 20 schools that report on their holiday fundraising for The Great American Milk Drive, up to \$500 per school. (Winners will be asked for a receipt showing the amount of their school donation.)

Thank you for helping food insecure families in your community during this holiday season through **The Great American Milk Drive**. And we hope that you will continue your fundraising and the fight against hunger throughout the school year.

3. **Selection of Winners:** For the first 20 eligible entries received, the Sponsor will donate to the Great American Milk Drive an amount equal to the amount donated by each school, up to \$500 per school. (Receipt for school donations to The Great American Milk Drive required.) In addition, one (1) Grand Prize winner and two (2) Runner-up Prize winners will be selected in a random drawing from all eligible entries on or about December 28, 2015, by the Administrator, an independent judging organization whose decisions on all matters pertaining to the GAMD Challenge are final. All prizes will be awarded. Odds of winning depend on the total number of eligible entries received. Only one prize per school. Winners will be notified by mail and email. Acceptance of a prize constitutes permission for the Sponsor and its designees to use winner's name and likeness for advertising and promotional purposes without additional compensation unless prohibited by law. If for any reason the GAMD Challenge is not capable of running as planned, or if any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries per these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of the GAMD Challenge, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action, and/or to cancel, terminate, modify, or suspend the GAMD Challenge or any portion thereof. In the event the GAMD Challenge is cancelled, Sponsor reserves the right to conduct a random drawing to award all prizes from among all eligible, non-suspect, entries received prior to the time of the action or event warranting such cancellation.
4. **Prizes:** One (1) Grand Prize Winner will receive a \$2,000 grant from the Sponsor to be used for educational resources. Two (2) Runner-up Prize winners will each receive a \$1,000 grant from the Sponsor to be used for educational resources. Prizes are non-transferable. Taxes, if any, are the responsibility of the winner. All details of prizes not specified herein shall be determined solely by Sponsor. By entering, participants agree to release and hold harmless the Released Parties from and against any and all claims, actions and/or liability for any injuries, loss or damage of any kind arising from or in connection with participation in and/or entry into the GAMD Challenge or use of any prize won.
5. **Winners List:** For a list of prize winners, available after December 31, 2015, send a stamped, self-addressed envelope to: "The Great American Milk Drive School Fundraising Challenge" Winners, c/o Young Minds Inspired, 90 Crown Street, New Haven, CT 06510. Deadline for requests is February 28, 2015.
6. **Sponsor/Administrator:** The Sponsor of The Great American Milk Drive School Fundraising Challenge is the American Dairy Association and Dairy Council, Inc., 100 Elwood Davis Road, North Syracuse, NY 13212. The Administrator is YMI, Inc., 90 Crown Street, New Haven, CT 06510.