



“Titans of Taste” Fuel Up to Play 60 School Milk Contest

No Purchase Necessary To Enter Or Win

2011 Milk Contest Official Rules

Eligibility: The contest is open to any accredited public, private or parochial school grades K-12 within a 75 mile radius of Tennessee Titans LP Field that serves Purity milk in its student cafeterias. The school must also be actively participating in the National Dairy Council’s and National Football League’s (NFL) “Fuel Up To Play 60” wellness program (www.FuelUpToPlay60.com). Employees of the Southeast United Dairy Industry Association (SUDIA), Purity Dairies/Dean Foods, Tennessee Titans, 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 to win the individual school prizes. Void where prohibited.

Contest Dates: The contest runs from September 19, 2011 – October 28, 2011. Winners will be notified by the week of November 14, 2011.

Rules: The following are the official rules of the Purity Dairies, the Tennessee Titans, and SUDIA’s Fuel Up To Play 60 “Titans of Taste” School Milk Contest. This contest allows your school to win prizes by having the greatest increase percentage in milk sales per student. Please check www.puritydairies.com for any updates or changes to the contest. (Schools cannot win twice in the same category in the past 12 months.)

School Site Coordinator: For enrollment, each participating school must designate a school site contest coordinator who will register the school to participate in the contest. Deadline to register is September 19, 2011 at 12:00 p.m. CST.

Fax: Completed registration forms should be faxed to Joan Benton at 615-469-3068 or emailed to jbenton@sedairy.org.

Submissions of Spirit entries for Bonus Points: All entries must be received by Purity Dairies by October 25th, 2011 at 5:00 p.m. CST. Mail to Attention: Ramona Finn, Purity Dairies, Inc., 360 Murfreesboro Road, Nashville, TN. 37224.

Prizes:

Grand Prize Winner/First Place Winner: The school with the highest percent milk consumption over all will win the Grand Prize. Only one Grand Prize will be awarded.

- Cash prize of \$5000.00 and a Pep Rally with a Tennessee Titans Player, T-Rac, and Tennessee Titans Cheerleaders at a date TBD in 2011 or early 2012.
 - Cash prize is to be used to support the implementation of Fuel Up to Play 60 school program. Specifically, 50% of the funds should go to support a nutrition initiative and 50% to support a physical activity initiative in your school.
 - Suggestions for acceptable use of funds can be found in the scoring section of the rules.

Second Place Winner: A total of three (3) Second Place prizes will be awarded. The elementary, middle and high school with the second highest percent, per student, consumption for the contest period after extra credit ** is added will win the following:

- Cash prize of \$3,000.00 and a Vitamix XL Smoothie/Blender Machine
 - Distribution of funds is the same as above for the \$5000 cash award.

Contest Scoring: During the contest period, school milk consumption will be tracked by contest officials at Purity Dairies. The elementary, middle and high school with the highest percent per student consumption for the contest period after extra credit ** will be the winners.

Milk inventory sales must be for milk consumed during the school day or at school functions on school grounds. Milk cannot be resold for home use or outside school grounds. Milk inventory movement per capita (student) is being used as a measureable indicator of consumption of nutrient rich foods. Total milk consumption per student will be calculated by dividing the total number of school milk 8 oz. containers by the total number of the school's enrolled students, to give equal advantage to all size schools. For schools with a la carte program selling pint milk, one pint will equal 2 8-oz. cartons of school milk. In the event that there is a question of integrity of the intent of the contest a milk consumption audit will be requested and a school could forfeit their standings in the contest.

School Site Coordinators will be responsible for coordinating all contest activity within the school (e.g. implementing in-school FUTP60 Show Your Spirit Challenge" campaigns for the contest, and submitting campaign photos for extra credit [described below].)

Suggested ideas for acceptable use of Prize Money:

- Purchase Fuel Up to Play 60 promotional materials.
- Improve student awareness and attitudes about the importance of eating nutrient-rich foods and getting 60 minutes of physical activity each day.
- Increase availability and consumption of nutrient-rich foods, including low-fat and fat-free dairy, fruits, vegetables and whole grains.
- Increase opportunities for and participation in physical activity before, during and after school. (Please note: not more than 50% of the funds can be used to purchase physical activity equipment).

****Extra Credit:** Schools can earn extra credit of 10% added to their final per-student consumption total at the conclusion of the contest by creating a "FUTP60 Show Your Spirit" campaign. Each school's FUTP60 advisor/contest coordinator is encouraged to work with other faculty and staff in your school to direct students to create a unique campaign that shows how your school is getting into the spirit to be active for 60 minutes each day and for drinking milk at school. Schools can earn this extra credit by simply emailing photos of the campaigns and a brief written summary to Purity. Deadline to submit campaigns for extra credit is October 24, 2011 at 5:00 p.m. CST (one week prior to contest end). Encourage students to work together and be creative! For information on submitting campaigns via mail or courier delivery, please contact Ramona Finn at Purity Dairies at Ramona_Finn@deanfoods.com or by calling 615-244-1900. Submissions must include: photos of student-created campaign materials (e.g. posters, banners, buttons, t-shirts, skirts, a la carte programs, vending machines, breakfast programs, videos), and a written description (250 words or less) of how the campaign raised awareness of the health and nutritional value of drinking milk at school, and how it was created and incorporated into daily school activities. Acceptable photo formats are jpeg, tiff, gif, or pdf. Please limit submissions to 10 photos or a total of 4MB.

****For High Schools Only – More Ways to Win:**

Video Contest

Contest open to all high schools in Middle Tennessee within a 75 mile radius of Tennessee Titans LP Field, and serves Purity milk in the school. Schools must be a registered FUTP60 Schools. Contest runs from September 19, 2011 – October 28, 2011. All videos must be received by 5:00 p.m. CST on November 1, 2011. Mail to Attention: Ramona Finn, Purity Dairies, Inc., 360 Murfreesboro Road, Nashville, TN. 37224. The high school should send videos on a CD or DVD to Purity. Video contest winner will be selected by the following criteria: creativity; representation of Tennessee Titans, FUTP60 and representation of low-fat and fat-free milk, fruits, vegetables and whole grains which are food groups to encourage; health benefits of drinking 3 servings of milk daily with Purity milk prominently featured; Purity milk as a healthier beverage choice than soft drinks, sports drinks, energy drinks, or other sweetened beverages; and, representation of physical activity. Winners announced by November 21, 2011. Entry form and video contest information can be found on www.puritydairies.com. One high school will be selected by selection committee to win the First Place prize.

- Cash prize of \$1,500.00 and 4 Tennessee Titans Tickets to a game be determined.

Final Decision: Winning schools will be determined by Purity Dairies, Tennessee Titans, and SUDIA. All decisions will be final. The winners will be announced the week of November 14, 2011.

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.

Pep Rallies for the Grand Prize Winning Schools: NFL player appearances will be provided by SUDIA. SUDIA reserves the right to make adjustments to any appearances based on player availability. An appropriate replacement player may be named in the event the winning school(s) falls outside of the player's acceptable traveling distance. Assembly date(s) will be based on player's availability and cannot be changed.

Rule/Winner List: To receive a list of winners, mail a self-addressed, stamped envelope to:
Joan Benton
School Marketing Account Manager
Southeast United Dairy Industry Association, Inc.
330 Franklin Road, Suite 135A-440
Brentwood, TN. 37027
615.815.1008

Sponsors: This contest is sponsored by Dairy Management Inc., 10255 W. Higgins Rd., Suite 900, Rosemont, IL. 60018 and Southeast United Dairy Industry Association, Inc. 5340 West Fayetteville Road, Atlanta, Georgia 30349-5416.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Purity Dairies, Inc., Dairy Management Inc., Southeast United Dairy Industry Association, the NFL Entities (as defined below), NFL Players Association, NFL Players Inc., their respective partner, 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.

The NFL, its member professional football clubs, 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. © 2011 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League. © 2011 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League. © 2011 National Dairy Council®. Fuel Up is a service mark of National Dairy Council. NFL PLAYERS is a trademark of National Football League Players Incorporated

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