2019-20 Fuel Up to Play 60 Touchdown School Rewards
NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: Enrolled Fuel Up to Play 60 schools in CT, MA, NH, RI and VT. 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.


Prize: All schools who complete the Kick-Off step and Healthy Eating step by June 15, 2020 will have access to the Fuel Up to Play 60 Prize Vault to pick out up to three (3) items of Fuel Up to Play 60 swag to reward your team. All schools who complete the Kick-Off, Healthy Eating and Physical Activity steps to achieve Touchdown status by June 15, 2020, will be awarded $500.00 to continue their success with Fuel Up to Play 60. 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: All Fuel Up to Play 60 schools who complete the Kick-Off, Healthy Eating and Physical Activity steps to achieve Touchdown Status throughout the 2019-2020 school year and prior to June 15, 2020 will be automatically entered into the Touchdown School Rewards Contest.

The $500 Touchdown Reward will be awarded to the first 110 schools who 1.) Reach Touchdown status and 2.) Claim their Reward by completing and returning the necessary paperwork. New England Dairy & Food Council will distribute the $500 in funding to each Touchdown school upon receiving a completed W9 from the school and a signed letter of agreement stating how the money will be spent. Schools must return this documentation to New England Dairy & Food Council by September 1, 2020 to claim their reward money. Funds must be spent prior to November 15, 2020. In December 2020, a short follow up survey will be sent to schools to find out how the funding was used or how a school plans to use the funding if it hasn’t already been spent.

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), NFL Players Association, NFL PLAYERS Inc. 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

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any claim arising in connection with participation in this Promotion or any prizes awarded. This promotion is not sponsored, endorsed, administered by, or associated with the NFLPA Entities. Any questions, comments or complaints will be directed to the Sponsor. The NFLPA Entities are not associated with this promotion and by entering you fully and completely release the NFLPA Entities from any liability arising out of this promotion.