

Official Rules

American Dairy Association North East
Wellness Mission Center
“Scavenger Hunt 2026”

- **NO PURCHASE NECESSARY**
- Promotion is sponsored by American Dairy Association North East (“Sponsor”) and is open only to schools in the geographic area served by American Dairy Association North East.
- Entry deadline is October 30, 2026 at 11:59 p.m. EST.
- Eligibility is limited to teachers, school staff and other adult advisors participating in the Wellness Mission Center program at eligible schools.
- **How to Enter:** Participants will follow the instructions as listed in email communications from Sponsor, and online at <https://fuelupchallenge.com/welcome-back-2026/>. Participants will be instructed to find a series of 5 special images hidden throughout the website. As each image is clicked, a popup entry form will appear with further instructions. ALL FIVE (5) images must be found, and ALL FIVE entry forms must be completed and submitted in order to achieve prize eligibility.
- Only adult entries using the online forms at <https://fuelupchallenge.com> will be eligible.
 - Students are NOT eligible in this promotion; however, students are encouraged to participate in a parallel promotion to earn Wellness Center Mission Badge #1. For details, students should visit <https://fuelupchallenge.com/mission-1-form/>
- **How to Win/Prizes:** From all eligible adult entries, winners will be randomly selected by Sponsor, or its marketing firm, on or about November 9, 2026. Upon verification of eligibility, each winner will receive one Amazon Digital Gift Card in the amount of twenty-five dollars (\$25).
- There is a limit of one (1) prize per person. Under no circumstances will prizes be awarded in excess of the Approximate Retail Value (ARV) of twenty-five dollars (\$25).
- Odds of winning will be determined by the total number of entries received.
- Sponsor reserves the right to cancel the promotion at any time.
- Sponsor is not responsible for lost/late/ineligible/incomplete entries or entries not received for any reason.
- This promotion is void where prohibited. Past or current employees of American Dairy Association North East, or their promotional partners and their respective parents, affiliates and subsidiaries, participating advertising and promotion agencies are not eligible.
- Winners may be required to sign a release and affidavit of eligibility, and will be subject to validation.
- Sponsor reserves the right to substitute a prize for an item of equal or greater value.
- All federal, state and local laws and regulations apply.
- By participating, you agree to be bound by the terms of these Official Rules and by the decisions of Sponsor which are final and binding on all matters pertaining to this promotion.
- Return of any prize notification as undeliverable may result in disqualification and selection of an alternate winner, or in no winner, at the sole discretion of Sponsor.
- Acceptance of a prize constitutes permission for Sponsor and its marketing firm to use winner’s name and/or likeness for advertising and promotional purposes without additional compensation, except where prohibited by law.

continued on page 2

Official Rules

Page 2

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- If this promotion is not capable of running as planned, for reasons including but not limited to: 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 promotion, Sponsors reserve the right, in their sole discretion, to cancel, suspend and/or modify this Promotion, and Sponsors can perform the random drawing from among all eligible entries received prior to such cancellation, suspension or modification of the promotion.
- By entering and/or accepting prize, Entrants and Winners agree to release the Sponsor, its affiliates and all employees, marketing/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 Promotion or by any human error which may occur in the processing of the entries in this Promotion and which may limit a participant's ability to participate in this Promotion. 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 Promotion. 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 Promotion shall be governed by, construed and enforced in accordance with the laws of the United States. Each entrant agrees to not knowingly: damage or cause interruption of the Promotion; prevent others from using the Promotion; 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 PROMOTION VIOLATES CRIMINAL AND/OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSORS MAY DISQUALIFY ANY PROMOTION 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 or at any time.

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