

**Eat Healthy, Play Healthy  
Douglas County Schools Contest  
Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING.**

**DATES OF PROMOTION:** The “Eat Healthy, Play Healthy: Douglas County Schools Contest” – Denver, Colorado (the “Contest”) begins on January 29<sup>th</sup>, 2019 and ends at 11:59pm Central (“CT”) on March 28<sup>th</sup>, 2019.

**ELIGIBILITY:** The contest is only open to legal residents of the United States and is void where prohibited by law. Contest entrants must be within age groups represented by eligible schools (See School Groups section). Employees of KSE Charities (the “Sponsor”), Tyson Foods, Inc., their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible to participate in the contest. The contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

**SCHOOL GROUPS:**

Cresthill Middle School (6)

Acres Green  
Arrowwood  
Cougar Run  
Eagle Ridge  
Fox Creek

Mountain Ridge Middle School (7)

Bear Canyon  
Copper Mesa  
Heritage  
Northridge  
Sand Creek  
Summit View

Rocky Heights Middle School (6)

Buffalo Ridge  
Redstone  
Timber Trail  
Wildcat Mountain

Lone Tree Elementary

Ranch View Middle School (8)

Coyote Creek  
Eldorado  
Roxborough P  
Roxborough I  
Saddle Ranch  
Stone Mountain  
Trailblazer

Sierra Middle School (8)

Cherokee Trail  
Mammoth Heights  
Pine Grove  
Pine Lane I  
Pine Lane P  
Prairie Crossing  
Challenge to Excellence

Cimarron Middle School (5)

Frontier Valley  
Gold Rush  
Iron Horse  
Pioneer

Sagewood Middle School (4)

Legacy Point  
Mountain View Primary  
Northeast Intermediate

Castle Rock Middle School (6)

Clear Sky  
Larkspur  
Meadow View  
Sedalia  
Soaring Hawk

Mesa Middle School (7)

Castle Rock  
Cherry Valley/Franktown  
Flagstone  
Rock Ridge  
Sage Canyon  
South Ridge

**HOW TO ENTER:**

**PRODUCT SAMPLING:** Douglas County is to menu Tyson nuggets (see Product Opportunities section) for three continuous weeks. Menu detail and dates to be determined and will begin in January 28<sup>th</sup>, 2019. There will be two levels of district participation as follows:

Middle: 9 schools  
Elementary: 48 schools

Schools will be grouped (see School Groups section) and their Average Daily Participation (“ADP”), per the Healthy Hunger-Free Kids Act (“HHFKA”), will be averaged together to compare at the end for the largest increase. Each grouping of schools would aim to have the higher ADP percentage increase on promotional dates versus baseline ADP (baseline to be determined by October/November data). Each school in the grouping with the highest percentage of increase of ADP will receive one \$500 micro-grant for their café to promote ‘eat healthy, play healthy’. Menu placements begin January 29<sup>th</sup>. A maximum of 16 micro-grants will be awarded. Announcement of school group winners for grants to be announced on August 2019. District required to provide vignette on the use of the grants at the winning schools.

**PRODUCT OPPORTUNITY:**

TYSON MEGA MINIS WG BREADED WAFFLE	29494-928
TYSON MEGA MINIS WG BREADED NASHVILLE HOT	28686-928
TYSON MEGA MINIS WG BREADED HOMESTYLE	26879-928

**VOTING FOR MASCOT APPEARANCE:** Three mascot appearances will be chosen (ONE for each school level). Winners determine by highest number of votes through URL provided by school district, by eligible schools (see list of School Groups). The school with the most votes will receive one visit from “Rocky, The Denver Nugget” mascot during assembly style lunch periods on a chosen day. Votes will be collected via digital voting through links provided to parents via the districts and Denver Nuggets communications (Facebook, Twitter and email). Additional posts and press releases will be made at time of donation. No IP addresses will be collected. URL: [www.k12-promo.com/Douglas](http://www.k12-promo.com/Douglas). Voting begins on January 28<sup>th</sup> and ends on February 1<sup>st</sup>, 2019. Limit of one vote entry per day. Winners of “Rocky, The Denver Nugget” will be determined by highest number of votes through URL by eligible schools (see School Groups section), and mascot visit to be

announced on February 4<sup>th</sup>, 2019. Mascot appearances could occur, based on school preference, during the month of February.

**GENERAL RULES OF PARTICIPATION:** This contest is subject to all applicable federal, state, and local laws. By participating in this three-part contest, entrants agree to be bound by these Official Rules and the decision of the Sponsor which are final in all respects and not subject to appeal. Sponsor reserves the right to disqualify permanently from this contest any entrant it believes has violated these Official Rules and verify eligibility of Entrants. Neither Sponsor nor anyone acting on its behalf will enter into any communications with any Entrant regarding this contest, except as expressly set forth in these Official Rules. Neither Sponsor nor any Contest Entity is responsible for any entry that is lost, late, misdirected, or undeliverable whether due to omissions, interruption, deletions, defects, delay in operations or transmissions, theft or destruction or failures, faulty transmissions or other communication malfunctions, failed, incomplete or typographical or system errors and failures, faulty transmissions, or otherwise. By participating in this contest, entrants and prize winners release the Sponsor and each and all of the contest entities, from any and all liability, damages or causes of action (however named or described) with respect to or arising out of participation in the contest, and/or the receipt or use/misuse of the prizes awarded, including, without limitation, liability for personal injury, death, or property damage. Failure to comply with these Official Rules may result in disqualification from the contest. All contest materials are subject to verification and are void if (a) not obtained in accordance with these Official Rules and through legitimate channels, (b) any part is counterfeited, altered, defective, damaged, illegible, reproduced, tampered with, mutilated or irregular in any way, (c) are obtained where prohibited, or (d) they contain printing, typographical, mechanical, or other errors. Entrants assume all risk of loss, damage, destruction, delay or misdirection of contest materials submitted to Sponsor. In the event any portion of this contest is compromised by activities beyond the control of the Sponsor which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play of the contest or this contest, Sponsor reserves the right at its sole discretion to modify, suspend or terminate the contest and randomly draw from those entries received up to the cancellation/suspension date to award the Prizes. Winning a Prize constitutes permission for Sponsor and its agencies to use Prize Winners' names, addresses (city/province & state), voices and/or likenesses for purposes of advertising, promotion and publicity, for this contest only, without further compensation, unless prohibited by law. Sponsor may prohibit an Entrant from participating in the contest or winning a Grand Prize if, in its sole discretion, it determines that said Entrant is attempting to undermine the legitimate operation of the contest by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants, Sponsor, or contest entities. If for any reason this contest is not able to be conducted as planned, including, but not limited to, by reason of tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest and randomly draw from those entries received up to the cancellation/suspension date to award prizes. All prizes will be awarded to the school of the winner. Public schools are tax exempt. **CAUTION: ANY ATTEMPT BY A PERSON TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**

**NO LIABILITY:** By participating, Entrants agree to release, discharge, indemnify and hold harmless the Sponsor and each and all of the contest Entities from and against any claims made by prize, Entrants, or any other third parties, related in any way to the operation of this contest as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Promotion-related activity, including traveling to and from any Prize-related activity, in this contest or any claims based on publicity rights, defamation or invasion of privacy or merchandise delivery.

**ODDS:** The odds of winning depend on the number of eligible entries received.

**SPONSOR:** KSE Charities: 1000 Chopper Circle., Denver, CO 80204  
Douglas County Schools: 60 Wilcox Street, Castle Rock, CO 80104