



**MICHAEL JOHNSON**  
Defensive End  
Cincinnati Bengals

## #FuelGreatness with School Breakfast Contest

Michael Johnson, Defensive End for the Cincinnati Bengals, wants to see how you #fuelgreatness!

Pop his picture out and snap a photo of Michael and you eating school breakfast. Post on Instagram, use #FuelGreatness and tag @ADA\_Mideast, and you'll be entered to win Fuel Up to Play 60 gear and a chance to be regrammed by ADA Mideast!

[FuelUpToPlay60.com](http://FuelUpToPlay60.com)



## **Fuel Greatness with School Breakfast Contest**

NO PURCHASE NECESSARY TO ENTER OR WIN

**Eligibility:** Contest is open to students and adults at schools in Ohio and West Virginia. Eligible students must be at least 13 years of age or older at the time their picture is posted to be eligible. Participants must attend or be employed by a school enrolled in Fuel Up to Play 60 for the 2018-19 school year. Employees of American Dairy Association Mideast, 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.

**Contest Period:** Contest runs from January 1, 2019 to April 30, 2019. One winner will be selected each month.

**Prize:** Four (4) eligible entries (Instagram picture) will be regrammed by ADA Mideast and receive Fuel Up to Play 60 gear throughout the contest. Odds of winning depend on the number of valid entries received. 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:** Students and adults at Fuel Up to Play 60 schools can enter this contest by posting photos with the NFL player image cut-out on Instagram. Photos must illustrate eating school breakfast. Entries must include #FuelGreatness and tag @ADAMideast to be eligible. A randomly selected eligible picture will be "regrammed" by ADA Mideast after the contest period is complete.

All eligible posts must be related to the key themes of the Fuel Up to Play 60 program including healthy eating, dairy consumption, physical activity, NFL football, teamwork, school, student leadership, dairy farming and overall wellness. Students featured in the post must be 13 years or older. Posts should not be discriminatory, offensive, violent, or negative in nature. If posts are deemed "negative in nature" they will automatically be disqualified and the student's or students' school will be notified.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., American Dairy Association Mideast, 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: American Dairy Association Mideast, 2800 Corporate Exchange Blvd, Suite 260, Columbus OH 43231.

**Sponsor:** American Dairy Association Mideast, 2800 Corporate Exchange Blvd, Suite 260, Columbus OH 43231.

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