



American Dairy Association & Dairy Council, Inc
Mom's My Hero Sweepstakes Official Rules & Regulations

1. **NO PURCHASE NECESSARY.** A purchase will not improve your chances of winning. Entries must be clearly handwritten and submitted on official entry forms, available in selected dairy retail outlets and online as set forth below. The Sweepstakes is sponsored by the American Dairy Association & Dairy Council, Inc. (ADA/DC). The Sweepstakes is administered by Latorra, Paul & McCann, Inc.
2. To enter, obtain an official entry form from participating stores or download and print the form from www.3aday.org/mmh. Mail form to: **Mom's My Hero Sweepstakes, P.O. Box 1042, Syracuse, NY 13202.** The Sweepstakes is open to all legal New York and New Jersey US residents, residing in the New York City metropolitan area. All entrants must be between 10 to 17 years of age as of 9/30/07. Illegible, incomplete, or inaccurate entries are void. One entry per person. Sponsor is not responsible for entries, claims, affidavits or notices that are lost, late, damaged, incomplete or arrive with postage due. Sponsor may prohibit entrants from participating in the Sweepstakes at its sole discretion, if an entrant attempts to circumvent these Official Rules, or acts in a manner that affects the administration, security, fairness or proper play conduct of the Sweepstakes in any way. By entering the Sweepstakes entrants agree to be bound by these Official Rules.
3. All entry forms must be received by ADA/DC no later than 9/2/07. Drawing is scheduled to take place on or about 9/07/07. Winners will be notified immediately following the drawing. If a winner cannot be contacted within one (1) week or is ineligible, his or her prize will be forfeited. All entries become the property of ADA/DC and will not be returned. All federal, state, and local regulations apply. Void where prohibited by law.
4. Winners will be selected by random drawing by independent judges from the sweepstakes administrator from all eligible entries submitted. Odds of winning are based upon the total number of eligible entries received. Judges' decisions are final in all matters relating to this promotion.
5. There will be no substitution or transfer of prizes, except that ADA/DC reserves the right to substitute for any unavailable prize with another prize of equal or greater value. Prizes may not be redeemed for cash. Prizes are not transferable or assignable.
6. **FIRST PRIZE: 1 Winner** Four (4) tickets to a 2007 Series Championship Game.
 The First Prize winner will receive: 4 tickets to a 2007 Series Championship Game in a National League City; One (1) hotel room for two nights; Ground Transportation; Hotel taxes and gratuities; and up to a \$2,000 air travel voucher dependent upon destination city. All other expenses are not included.
 Date of the game will be selected at the sole discretion of ADA/DC. Total Approximate Retail Value (ARV) of prize: \$6,000.
7. **SECOND PRIZE: 1 Winner** Ceremonial Pitch at Shea Stadium.
 The winner will throw out the opening pitch at the New York Mets home game, at Shea Stadium, on 9/28/07 (or rain date). The winner and 3 guests will also receive suite tickets to watch the rest of the game. Food and beverages will be provided. Total Approximate Retail Value (ARV) of prize: \$650.
8. **THIRD PRIZE: 4 Winners** 4 suite tickets to a New York Mets game.
 Each winner will receive 4 suite tickets to the New York Mets home game, at Shea Stadium, on 9/29/07 (or rain date). Food and beverages will be provided.
 Total Approximate Retail Value (ARV) of prize: \$500 per winner (Total = \$2,000).
9. **FOURTH PRIZE: 25 Winners** 4 tickets to a New York Mets game.
 Each winner will receive 4 tickets to the New York Mets home game, at Shea Stadium, on 9/28/07 (or rain date). Total Approximate Retail Value (ARV) of prize: \$120 per winner (Total = \$3,000).
10. **FIFTH PRIZE: 20 Winners** 1 autographed baseball.
 Each winner will receive a baseball, signed by Endy Chavez of the New York Mets.
 Total Approximate Retail Value (ARV) of prize: \$40 per winner (Total = \$800).
11. Date, time and location of Series Championship Game is subject to change, and is dependent upon the baseball schedule, weather conditions, and other factors. The Series Championship usually takes place in the second half of October 2007. In the event of postponement or cancellation for any reason, ADA/DC will attempt to reschedule. If prizewinner is unable to attend on the rescheduled date, the prize will be forfeited.
12. All other expenses, including meals, local travel, gratuities, passenger facility charges, September 11th security fees, and federal, state, and local travel and income taxes, are the sole responsibility of the prizewinners. Winners may be required to complete tax forms.
13. First and Second Prize winners, and their guests, if applicable, will be required to execute an affidavit of eligibility and a liability release, and to return this documentation to ADA/DC's agency, using the prepaid, overnight delivery envelope provided, within three (3) days of receipt thereof. Winners of all other prizes will also be required to execute an affidavit of eligibility and a liability release, and return all to ADA/DC or its agency within 10 days of receipt thereof. Failure to return the affidavit and release within the specified time period will result in the automatic forfeiture of the prize. Unclaimed or forfeited prizes will not be awarded. Winners agree to allow the use of their names and/or likenesses in advertising and promotional materials for ADA/DC, SportsNet New York (SNY), the New York Mets, and/or affiliated organizations without further compensation. **All entrants must have parent's or legal guardian's permission to participate. Parents or guardians will be required to co-sign entry forms, eligibility forms, releases, affidavits and other documentation. All winners must travel with a parent or guardian and have a parent or guardian accompany him or her to the game.**
14. ADA/DC, its advertising agencies, SportsNet New York (SNY), the New York Mets and all other sponsor participants and their employees shall not be liable for any claims, losses, harm, injuries, damages or expenses relating to or resulting from anyone's participation in this contest. Only the Sponsor and Latorra, Paul & McCann will have access to personal information as set forth on the entry material. All internet access and usage charges are the responsibility of the entrant.
15. Personal information will be collected solely through mail-in forms. No personal information will be collected online. Personal information is used solely to qualify and notify winners of the Sweepstakes.
16. The employees and their immediate families of ADA/DC, SportsNet New York (SNY), the New York Mets, their suppliers, their distributors, their advertising agencies, their retail outlets, other broadcast stations on which the contest is promoted, and their affiliates, are prohibited from participating.
17. Winners' names may be obtained by sending a stamped, self-addressed envelope to: **Mom's My Hero WINNER'S LIST, P.O. Box 1042, Syracuse, NY 13202.** Requests must be received by 90 days after the drawing of the winner. **NO PURCHASE NECESSARY.**