

Independent Health Foundation, Inc.

Fitness For Kids Challenge Official Rules

A. Rules for the Challenge for Kids

1. ELIGIBILITY: No purchase is necessary to enter. This contest is only open to elementary school-aged children, in grades 2-5, who reside in one of the following counties in New York State: Erie, Niagara, Chautauqua, Cattaraugus, Orleans, Genesee, Wyoming and Allegany. This contest is void outside of the eight New York State counties just listed.

2. IMPORTANT DATES: The contest is a seven month contest. There are numerous opportunities for your child to win along the way! The contest begins on October 1, 2017 and ends on May 31, 2018. Contest drawings will occur by the teacher at the close of the month.

3. HOW TO ENTER: Teachers sign up to take the Challenge. There will be six months of Challenges, each focusing on one of the following goals:

- Buffalo Bills Play 60 Challenge
- 5-2-1-0 Tracker
- 5 or more servings of fruits and veggies
- 2 hours or less each day on computer/video games/TV
- 1 hour or more of exercise
- 0 sugary drinks like sports drinks and soda pop

Schools will also be asked to make a healthy change in their buildings such as creating a healthy snack policy, or swapping out unhealthy snacks in school vending machines for healthy ones. Participating schools will receive monthly challenge documents in the mail, and teachers will be expected to complete a monthly participation form online at www.fitnessforkidschallenge.com.

4. PRIZE: After each contest month, teachers will select classroom winners by drawing names from the newsletter challenges that are returned. Prizes will vary each month and will consist of items such as lunch bags, water bottles, trophies, frisbees, etc. Prizes will be mailed to the participating schools in advance, and the teacher will distribute the prizes at the end of each month. Grand prizes will be determined, based on participation, in June. Grand prizes may include items such as iPods, signed Buffalo Bills memorabilia, and gift cards.

5. WINNER SELECTION: The odds of your child being selected as a winner depend on the total number of children participating each month and the number of children in your classroom.

6. WINNER NOTIFICATION: All first names and last name initial of each grand prize winner will be posted on the Fitness for Kids Challenge Website, unless you specifically inform the Independent Health Foundation not to list your child's name.

7. WINNER CLAIMING A PRIZE: Winners will be given their prize by the teacher in their classroom or the program coordinator at their school.

B. Rules for the Challenge for Schools

1. ELIGIBILITY: No purchase necessary to enter. The contest is open to all elementary schools in the following counties in New York State: Erie, Niagara, Chautauqua, Cattaraugus, Orleans, Genesee, Wyoming and Allegany. This contest is void outside of the eight New York State counties just listed.

2. IMPORTANT DATES: The contest is a seven month contest. The contest begins on October 1, 2017 and ends on May 31, 2018. All participation must be tracked online by June 1, 2018. Ten prize winning schools and 40 prize winning classrooms will be announced mid-June through email.

3. HOW TO ENTER: Schools sign up to take the Challenge. There will be six months of Challenges, each focusing on one of the following goals:

- Buffalo Bills Play 60 Challenge
- 5-2-1-0 Tracker
- 5 or more servings of fruits and veggies
- 2 hours or less each day on computer/video games/TV
- 1 hour or more of exercise
- 0 sugary drinks like sports drinks and soda pop

Schools will also be asked to make a healthy change in their buildings such as creating a healthy snack policy, or swapping out unhealthy snacks in school vending machines for healthy ones.

Participating schools will receive monthly challenge documents in the mail, and will be expected to complete a monthly participation form online at www.fitnessforkidschallenge.com.

4. PRIZE: Ten schools could each win \$1,000.00 health and wellness grant and forty classrooms could each win \$250.00 health and wellness grant.

5. WINNER SELECTION: The odds of being selected as a winning school depend on the total number of schools who participate in the challenge. The top 5 large schools (i.e. participating schools with 3 classrooms or more and more than 150 students) and the top 5 small schools (i.e. participating schools with 3 classrooms or more and 150 students or less) each with at least 25% participation based on total registration in the program, will be awarded one \$1,000 prize based on having the highest percentage of students participating in the Fitness for Kids Challenge. In addition to the monthly challenges, in order for a school to be eligible for a grant, the school must instill one healthy change in their building, and have it approved by the Independent Health Foundation. In the event of a tie between schools, for example, if 6 schools have 100% participation, the winners will be selected via a random drawing. The schools that receive the above mentioned health and wellness grants are ineligible for classroom grants.

6. WINNER NOTIFICATION: The 10 winning schools will be officially announced by mid-June through a press release. In addition, each winning school will be notified via written letter to the school's principal and coordinator. The letter will be mailed to each winning school by June 15, 2018. The name of each winning school will be posted on the Website.

7. WINNER CLAIMING A PRIZE: Each winning school must claim its prize by replying in writing to Independent Health Foundation's prize notice letter and providing the Independent Health Foundation with the school's Federal Tax Identification number. The prize will be awarded to the winning school within 30 days of receipt of the school's reply letter.

C. Rules for the Challenge for Classrooms

1. ELIGIBILITY: No purchase is necessary to enter. This contest is only open to elementary school classrooms, grades 2-5, in one of the following counties in New York State: Erie, Niagara, Chautauqua, Cattaraugus, Orleans, Genesee, Wyoming and Allegany. This contest is void outside of the eight New York State counties just listed.

2. IMPORTANT DATES: The contest is a seven month contest. The contest begins on October 1, 2017 and ends on May 31, 2018. Contest drawings will occur by the teacher at the close of the month.

3. HOW TO ENTER: Classrooms sign up to take the Challenge. There will be six months of Challenges, each focusing on one of the following goals:

- Buffalo Bills Play 60 Challenge
- 5-2-1-0 Tracker
- 5 or more servings of fruits and veggies
- 2 hours or less each day on computer/video games/TV
- 1 hour or more of exercise
- 0 sugary drinks like sports drinks and soda pop

Classrooms will also be asked to make a healthy change such as creating a healthy snack policy, or swapping out unhealthy snacks in school vending machines for healthy ones. Participating classrooms will receive monthly challenge documents in the mail, and will be expected to complete a monthly participation form online at www.fitnessforkidschallenge.com.

4. PRIZE: Forty classrooms could each win a \$250.00 health and wellness grant.

5. WINNER SELECTION: The odds of being selected as a winning classroom depend on the total number of classrooms who participate in the challenge. These classrooms will have at least 25% participation based on total registration in the program, and could be awarded one \$250 prize based on having the highest percentage of students participating in the Fitness for Kids Challenge. In addition to the monthly challenges, in order for a classroom to be eligible for a grant, the school must instill one healthy change in their building, and have it approved by the Independent Health Foundation. The forty winning classrooms will not be part of the ten aforementioned grant winning schools.

6. WINNER NOTIFICATION: The 40 winning classrooms will be officially announced by mid-June through a press release. In addition, each winning classroom will be notified via written letter to the school's teacher and coordinator. The letter will be mailed to each winning classroom by June 15, 2018. The name of each winning classroom will also be posted on the Website.

7. WINNER CLAIMING A PRIZE: Each winning classroom must claim its prize by replying in writing to Independent Health Foundation's prize notice letter and providing the Independent Health Foundation with the school's Federal Tax Identification number. The prize will be awarded to the winning classroom within 30 days of receipt of the classroom's reply letter.

D. General Rules for All Challenges

All contest entrants and all actual prize winners hereby release Independent Health Foundation, its agents, successors, assigns, officers, employees, and any parent, subsidiary and related entities (collectively "Independent Health") from any claims, losses or damages resulting from or connected in any way to this contest and/or the receipt and use of a prize awarded.

All contest entries become the property of Independent Health Foundation and will not be returned. By entering to win, the contest entrant agrees to be bound by these rules and agrees that all decisions of Independent Health Foundation are final and binding.

This contest is void where prohibited or restricted by law.

Contest entrants understand and agree that the contest is not an inducement to insure, a premium rebate, a policy fee and entering the contest does not provide any special favor, advantage, any other benefits or valuable consideration to the child, his or her family or school with regard to any current or future Independent Health policy, certificate or contract.

All federal, state and local laws and regulations apply. Federal, state and local tax liability, if any, is the sole responsibility of the prize winner.

Prizes may not be transferred or exchanged for cash or a substitute prize. Independent Health Foundation reserves the right to substitute a prize of comparable value or suspend any contest if circumstances beyond its control prevent it from providing the prize(s) or holding the contest which is described in these contest rules.