



Dear Play 60 Challenge Teacher,

The Buffalo Bills, Independent Health Foundation and Buffalo Niagara American Heart Association are proud to offer year-round opportunities for local students to be more physically active and make healthier eating decisions by participating in the Buffalo Bills Play 60 Challenge and the Independent Health Fitness for Kids Challenge. We will once again celebrate this partnership by offering your classroom the opportunity to participate in the Play 60 Challenge.

We hope that this program is an exciting incentive for your students to participate in physical activity whether in school or at home with their families. We can't thank you enough for your support and all that you do for children in our community, we are extremely proud of how many students, teachers and classrooms participate in the Challenge and hope that you will join us again this year.

The Play 60 Challenge is a four-week program that will start on **Monday, October 4<sup>th</sup>**. You will receive the following items to run the Play 60 Challenge this year:

- **Play 60 Challenge Teacher Guide**: Virtual program guide that provides an overview of the Play 60 Challenge.
- **Play 60 Challenge Student Activity Sheets**: Allows students to track their activities over a four-week period (Monday, October 4<sup>th</sup> – Sunday, October 31<sup>st</sup>) with the goal being 60 minutes each day.
- **Classroom Scoreboard**: The Classroom Scoreboard allows teachers to track the progress of their students throughout the four - week challenge. Please read the Teacher's Guide for more information on how to submit your student's minutes to be eligible for incentives.
- **Play 60 Challenge Player Cards**: To inspire and encourage students to participate in the Play 60 Challenge, we have provided Bills player cards as weekly incentives. You may distribute these cards to your students each week.

We look forward to working with your classroom and school throughout the year. Please see the attached documents which include the Classroom Participation Form and incentive information for students and teachers.





## Classroom Participation Form

Teacher Name:

School:

Grade: # Of Students In Your Class:

Phone Number:

Email Address:

By completing and submitting this form you are verifying that the students in your classroom have participated in the Play 60 Challenge and that you would like your classroom to be considered for the drawing for the Play 60 Challenge incentives which are listed on the Teacher and Student Incentives sheet.

**Please nominate 2 boys and 2 girls from your classroom for the opportunity to potentially win one of the Play 60 Challenge student incentives including the Bills Play 60 game celebration experience which will take place on December 18<sup>th</sup> or 19<sup>th</sup> against the Carolina Panthers.**

Boy Name: Parent/Guardian Name: Phone #:

Boy Name: Parent/Guardian Name: Phone #:

Girl Name: Parent/Guardian Name: Phone #:

Girl Name: Parent/Guardian Name: Phone #:

Please return this form to Preston Teague (contact information below) by **Friday, November 12<sup>th</sup>** via email in order to be eligible for the teacher and student incentives. You will need to return this form to Preston as well as your Classroom Scoreboard **or you may track your student's progress using the Fitness For Kids Challenge website:**

[www.fitnessforkidschallenge.com/login](http://www.fitnessforkidschallenge.com/login)

Classrooms that fully participate in both the Play 60 Challenge and the Independent Health Foundation Fitness For Kids Challenge throughout the entire school year will be eligible for the Buffalo Bills Spring Field Day Visit at your school in the Spring of 2022 (Mutually agreed upon date and number of students with the selected school).

**Preston Teague – Buffalo Bills Sr. Director of Community Relations**

Email: [Preston.Teague@bills.nfl.net](mailto:Preston.Teague@bills.nfl.net)



American Heart Association.



## Play 60 Challenge Teacher & Student Incentives

As a thank you for your participation in the Play 60 Challenge program, teachers who turn in their Classroom Participation Form and also turn in their completed Classroom Scoreboard (or log their student's minutes using the Fitness for Kids website) by Friday, November 12<sup>th</sup> have the opportunity to win a number of incentives for themselves and their students. Please see the list of incentives below that will be randomly distributed to participating teachers and students.

**Incentive #1:** The Buffalo Bills will select **twelve (12) students** that complete the Play 60 Challenge, whose teacher turns in their Classroom Participation Form and their activity minutes by November 12<sup>th</sup> to participate in the Play 60 game celebration during the Bills vs. Carolina Panthers. Winners will receive tickets for themselves and two guests to the game, a Bills Merchandise package and will be recognized on the scoreboard and on the field during the game.

**Incentive #2:** Ten teachers and ten students will be selected to receive the following participation incentives:

**Teacher Incentives:**

- \$200 Bills Store Gift Card
- \$200 Visa Gift Card
- \$150 Nike Gift Card
- \$100 Wegmans Gift Card
- Wireless Headphones
- Smart Fitness Watch
- Buffalo Bills Computer Bag
- #17 Josh Allen Autographed Football
- #27 Tre White Autographed Jersey
- #49 Tremaine Edmunds Autographed Helmet

**Student Incentives:**

- \$200 Bills Store Gift Card
- \$100 Nike Gift Card
- \$100 Wegmans Gift Card
- Wireless Headphones
- Bills Backpack & Fan Package
- #73 Dion Dawkins Autographed Mini Helmet
- #50 Greg Rousseau Autographed Draft Cap
- #13 Gabriel Davis Autographed Jersey
- #20 Zack Moss Autographed Football
- #17 Josh Allen Autographed Cleat

**Incentive #3:** The Bills will host a Field Day visit at a selected school at a mutually agreed upon date and number of students in the Spring of 2022. In order to be eligible for the Spring Field Day visit, your classroom will be required to turn in the Play 60 Challenge Classroom Participation Form, Classroom Scoreboard (or track minutes on the FFKC website), and track your school's Fitness for Kids Challenge participation from November-May (including healthy policy/change).

You must turn in your Classroom Participation Form and Classroom Scoreboard (or submit your student's minutes via the Fitness for Kids Challenge website) to Preston Teague by **Friday, November 12<sup>th</sup>** to be eligible for the incentives above

**Preston Teague – Buffalo Bills Sr. Director of Community Relations**  
Email: [Preston.Teague@bills.nfl.net](mailto:Preston.Teague@bills.nfl.net)



## **NO PURCHASE NECESSARY TO ENTER OR WIN**

Purchase does not increase chance of winning.

1. **NO PURCHASE NECESSARY TO ENTER OR WIN.** Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The information in Rule No. 2 outlines the specifics for this Contest.

2. Name of Contest: Buffalo Bills Play 60 Challenge

Contest Period: 8:00 a.m. (ET) on Monday, October 4, 2021 through 5:00 p.m. (ET) on Sunday, October 31<sup>st</sup>, 2021

Program Incentive Prizes:

Program Incentive # 1: The Buffalo Bills will select twelve (12) students that complete the Play 60 Challenge, whose teacher turns in their Classroom Participation Form and their activity minutes by November 12th to participate in the Play 60 game celebration during the Bills vs. Carolina Panthers. Winners will receive tickets for themselves and two guests to the game, a Bills Merchandise package and will be recognized on the scoreboard and on the field during the game.

Program Incentive # 2: Ten (10) Teachers and ten (10) Students will be selected to receive prizes including Buffalo Bills branded clothing, Buffalo Bills Autographed Merchandise, Gift Cards, and electronics, as determined in the discretion of the Buffalo Bills.

Program Incentive # 3: The Bills will host a Field Day visit at a selected school at a mutually agreed upon date and number of students in the Spring of 2022. In order to be eligible for the Spring Field Day visit, your classroom will be required to turn in the Play 60 Challenge Classroom Participation Form, Classroom Scoreboard (or track minutes on the FFKC website), and track your school's Fitness for Kids Challenge participation from November-May (including healthy policy/change).

Quantity of Prizes to be Given Away: One (1) of each of the three (3) Program Incentive Prizes described above.

Sponsor(s): Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127; Independent Health Foundation; Buffalo Niagara American Heart Association.

Selection Date: On or after Tuesday, November 13, 2021

3. Open to primary school classrooms within the following counties in New York State: Allegany County, Cattaraugus County, Chautauqua County, Erie County, Genesee County, Niagara County, Orleans County, and Wyoming County.

4. **HOW TO ENTER.** Teachers must register their classroom as a Play 60 Challenge/Fitness For Kids Challenge classroom on [www.fitnessforkidschallenge.com](http://www.fitnessforkidschallenge.com) and receive a classroom kit from the Buffalo Bills and Independent Health Foundation. Teachers must follow the instructions in their classroom kit and turn in their Play 60 Challenge Classroom Participation Form and Classroom Scoreboard or submit their student's activity minutes via the Fitness for Kids Challenge website (showing that their classroom participated in the Play 60 Challenge) to Preston Teague the Buffalo Bills Sr. Director of Community Relations by 5:00 p.m. Friday, November 12, 2021 to be eligible for all Program Incentives. All classrooms whose teacher or school representative turn in their Play 60 Challenge Classroom Participation Form will be eligible for the Program Incentives. The recipients of each Program Incentive will be selected by the Buffalo Bills.

5. **PRIZES AND ODDS OF WINNING.** Winners of the Program Incentives will be randomly selected from among the entered classrooms showing the highest participation levels on or about the Selection Date stated in Rule No. 2. The Prize description and quantity of Prizes to be given away are stated in Rule No. 2. Prize consists of only those items specifically listed as part of the prize. The odds of winning a prize are dependent upon the number of entries. All prizes stated in Rule No. 2 will be awarded, assuming sufficient entries. The random selection and awarding of prize(s) will be conducted under the supervision of the Buffalo Bills, whose decisions are final and binding in all matters pertaining to this Contest. Entrants agree to be bound by these Official Rules.

6. **GENERAL CONDITIONS.** Potential winners will be notified via the contact information provided by the teacher who registered their classroom; potential winners must reply to the notification within forty-eight (48) hours, or the prize may be forfeited and an alternate winner will be selected. If the reply is received within the deadline, the potential winner and/or the associated school and students may be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability upon notification. In the event of noncompliance, if a winner cannot be reached, or if a prize is returned as unclaimed or undeliverable, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. Limit one prize per person. All taxes, fees, surcharges on prizes, and travel and lodging costs are the sole responsibility of the prize winner(s). To participate in the Program Incentive Prize, winning entrants may be required to obtain parental consent for the classroom participants and may be required to obtain parental or other supervision for the classroom participants in participating in or accepting the Program Incentive Prize. By participating and accepting a prize, where permitted by law, each winner grants to Sponsor (and agrees to obtain same from classroom participants and their parents/legal guardians for the benefit of Sponsor, and winner agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast, and use, worldwide in any medium now known or hereafter developed, including but not limited to the World Wide Web, at any time(s), that winner/classroom participant's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review. The winner and/or classroom participants, as applicable, must provide their own transportation, as applicable for the Program Incentive Prize, and any transportation costs shall be the sole responsibility of the winner.

7. **RELEASE OF LIABILITY.** All entrants agree to hold harmless and release the Buffalo Bills, the National Football League and its member clubs, Independent Health Foundation, Buffalo Niagara American Heart Association, and their parent companies, affiliates, subsidiaries, officers, directors, agents, employees, and all others associated with the development and execution of this Contest from any and all liability with respect to or in any way arising from this Contest and acceptance, possession, use, or misuse of a prize, including but not limited to liability for personal injury, bodily injury including wrongful death, damage to property, and damage or loss of any other kind. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Website users, by any of the equipment or programming associated with or used in the Contest, or by any technical or human error that may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; computer software; or failure of entry on account of technical problems. Sponsor is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the Contest or defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the Contest is not capable of running as planned, due to, but without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor, that in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

8. **DISPUTES: THIS CONTEST IS GOVERNED BY THE LAWS OF THE STATE OF NEW YORK.** As a condition of participating in this Contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively by arbitration in a location selected solely by Sponsor. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorney fees, other than participants' actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

**WINNER(S) LIST.** To receive a copy of the winner list, send a self-addressed stamped envelope to the address below to: Buffalo Bills and Independent Health Foundation Play 60 Challenge (c/o Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127). Request must be received within 90 days of Contest Selection Date