

Every Woman's Marathon Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Eligibility:

The Every Woman's Marathon Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States, the District of Columbia and Puerto Rico who are at least 18 years old at the time of entry. To receive the Grand Prize, entrant must be able to submit a valid IRS Form W-9. Employees of National Fluid Milk Processor Board ("MilkPEP"), GALE Partners, Merkle Inc., social media influencers who have entered a formal agreement with Sponsor to promote the Sweepstakes (each a "Participating Influencer"), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation constitutes each entrant's full and unconditional agreement to these official rules ("Official Rules"). The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all the requirements set forth herein.

In the event there is a discrepancy or inconsistency between any statements contained in any Sweepstakes-related materials and these Official Rules, these Official Rules shall prevail, govern and control.

Entrants may not attempt to obtain more than the permitted number of Entries by any means, including but not limited to using multiple email addresses, Instagram accounts, identities, or registrations, or by using any third-party artificial intelligence sites/applications, or robotic, automated, or programmed methods. Entrants may not tamper with the entry process, or any related website, or network; circumvent any security measures; act in an unsportsmanlike or disruptive manner; or take any other action that in any way undermines the operation of the Sweepstakes or otherwise violate these Official Rules. Sponsor may, in its sole discretion, disqualify any entrant who engages in such conduct and void all associated Entries. Any attempt to deliberately undermine the Sweepstakes may violate criminal and civil law, and Sponsor reserves the right to seek damages to the fullest extent permitted by law. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

Sponsor/Administrator:

Sponsor: MilkPEP, 1250 H St. NW, Suite 950 Washington, D.C. 20005. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Sweepstakes begins on August 17, 2026 at 12:00 a.m. Eastern Time ("ET") and ends on August 31, 2026 at 11:59 p.m. ET (the "Promotion Period"). Meta's servers are the official time-keeping devices for the Sweepstakes.

How to Enter:

The Sweepstakes may be entered by either of the 2 methods set forth below. Each method, if validly completed, earns 1 entry into the Sweepstakes (an "Entry"); however, you may receive only 1 Entry in total during the Promotion Period regardless of the method used, as described in the Entry Limits section below.

Method 1: Follow and Comment on Instagram

Participation Requirements:

To participate, you must have a personal Instagram account. Creating an Instagram account is free but subject to the [Instagram Terms of Use](#). **If entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply.**

Entry Requirements:

During the Promotion Period, each of the 39 Participating Influencers will post on Instagram a post advertising this Sweepstakes (each, a "Sweepstakes Post").

Participating Influencers
@_tatianaforbes
@thenuevalatina
@camposcrusher
@sherylannpadre
@dcdimsumgirl
@jen_pbrunner
@befueledsportsnutrition
@amira_rajab

@thebalancedmama
@danielle__tera
@baddiedae
@rebeccaj3
@tashelldesiree
@caitsouthkeen
@alittlerainey
@hikesandhopsblog
@tundemoduppee
@jackiepaolinelli
@sunlight.of.the.spirit
@rachelobendorf
@caro_manning
@snackinwithsquigzzz
@sherunsbyfaith
@photocait
@meganconner
@sarahjaynexplores
@ryleejade.fit
@carleyherro
@middle_manda
@fleekyfoods
@thekleannutritionist
@spinsydddy
@bygracelee
@rarax3
@therealapbp
@ashleylvstoeat
@apaigeofpositivity
@soso_swag
@kaylin.goepper

During the Promotion Period, take the following actions to earn 1 Entry:

- Follow [@everywomansmarathon](#) on Instagram;
- Comment on the Sweepstakes Post with a description of your running mantra or your reason for running and “at mention” [@everywomansmarathon](#) (your “Comment”);
- Your Comment need not endorse Sponsor, the Participating Influencer, or any dairy brand. Including any such endorsement will not improve your chance of winning. Your Comment, however, must comply with the Content Restrictions listed below; and

- There is no requirement that your Instagram account be public. However, you must not change your Instagram handle once you comment to enter this Sweepstakes through the time when all prizes are awarded so we may communicate with you if you are selected as a potential winner. See Prize Drawings and Winner Requirements section below for details.

Content Restrictions for your Entry:

- Your Comment must be in English;
- Your Comment must be your original work;
- Your Comment need not include any reference, positive or negative, to Sponsor's products or services, and including such a reference will not improve your chance of winning;
- Your Comment must be based on your honest opinion and personal experience;
- Your Comment must not convey any claims of Sponsor's products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- Your Comment must not disparage Sponsor or any other parties through false, misleading, or exaggerated statements;
- You must have permission to include the names, likenesses or social handles of other individuals and to grant the rights set forth in the Sponsor's Use of Social Post Content section below. You should only include minors in your Comment if they are your children/wards. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- Your Comment must not contain material that violates or infringes another's rights and therefore:
 - Your Comment may not include logos, trademarks, or any other intellectual property other than those of the Sponsor; and
 - Your Comment must not contain content created by a third party, such as music (even if made readily available on the applicable social platform), images or artwork;
- Your Comment must not make references to or include: alcohol, illegal drugs, prescribed drugs, marijuana, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;
- Your Comment may not be indecent, obscene, sexually explicit, hateful, promote bigotry, racism, hatred, or harm against any group or individual or promote discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- Your Comment may not be tortious, defamatory, libelous, or contain material that is unlawful in any way.

By posting content that conforms to all of the above requirements, you will receive 1 Entry into the Sweepstakes. Sponsor, in its sole discretion, may disqualify any Comment that it finds unlawful, or in violation of these Official Rules.

Method 2: Enter by Mail:

As an alternative method of entry, print your name, address, phone number, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to “Every Woman’s Marathon Sweepstakes,” c/o Merkle Inc., P.O. Box 5021, Department 869990, Kalamazoo, MI 49003-5021. You will receive 1 Entry into the applicable Prize Drawing. Limit: 1 Entry per envelope. All mail-in Entries must be postmarked/sent by August 31, 2026 and received by September 8, 2026. All Entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due Entries, which will be disqualified.

Entry Limits:

You may only receive 1 Entry during the Promotion Period, regardless of the method of entry used. If you enter by both methods described above, you will still only receive 1 Entry. Multiple entrants are not permitted to share the same email address or Instagram account. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information associated with entrant’s Instagram account used to enter the Sweepstakes. If additional information provided by entrant to claim the prize is inconsistent with the Instagram account used to enter, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to confirm entrant’s identity.

Sponsor’s Use of Social Post Content:

Posting an Entry on Instagram constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Entry in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Entry.

Prize Drawings and Winner Requirements:

Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will randomly select the potential Sweepstakes winners from all eligible Entries received during the Promotion Period, on or around September 15, 2026. Each potential winner will be notified by direct message from [@everywomansmarathon](#) on Instagram and will be directed to a secure online claim form and asked to provide their name, email address, mailing address, and date of birth to confirm eligibility and for prize fulfillment purposes within 3 days of the date notice or

attempted notice is sent in order to claim the prize. Next, the potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") and an IRS Form W-9 which must be received by Administrator within 3 days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to complete the online claim form, sign and return the Declaration, the IRS Form W-9, or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible Entries. Up to 3 alternate drawings will be held, after which the prize will remain un-awarded.

Prizes:

Quantity, Description and Approximate Retail Value ("ARV"):

- **1 Grand Prize** (the "Grand Prize"): A trip for winner to New Orleans, LA on February 26 through March 1, 2027 to run the Every Woman's Marathon and a Team Milk merchandise bundle consisting of assorted running gear (exact details will be determined by Sponsor in its sole discretion). Trip package includes round trip, coach-class air transportation for winner from a major airport near winner's home (determined by Sponsor in its sole discretion) to New Orleans, LA; 3 nights' accommodations at a hotel determined by Sponsor in its sole discretion; registration for the 2027 Every Woman's Marathon, including a race bib; \$900 to assist with tax liability resulting from prize acceptance (awarded as a check in winner's name); and a prize pack of assorted Team Milk merchandise. Winners must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Trip must be booked at least 30 days prior to departure. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Winner is solely responsible for having a REAL ID compliant driver's license/ state ID or U.S. passport for domestic air travel. Travel is subject to the terms and conditions set forth in this Sweepstakes and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Travel restrictions, conditions and limitations may apply. By traveling and participating in the marathon, winner voluntarily assumes all risks related to exposure to COVID-19 or other communicable illness. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any portion of the prize is delayed, postponed, or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. ARV: \$4,000.

- **3 Secondary Prizes:** Each winner will receive a Team Milk merchandise bundle consisting of assorted running gear (exact details will be determined by Sponsor in its sole discretion); and registration for the 2027 Every Woman's Marathon, including a race bib. **Travel and lodging not included.** ARV: \$250.

Total ARV:

The total ARV of all available prizes offered in the Sweepstakes is \$4,750.

Odds of Winning:

The odds of winning a prize depend on the total number of eligible Entries received during the Promotion Period.

Additional Prize Terms:

Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. The Grand Prize winner will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Prizes (other than the Grand Prize trip, which will be fulfilled on or around the trip dates specified in these Official Rules, or on such other dates as determined by Sponsor in its sole discretion) are estimated to be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes; this timeframe is a non-binding estimate only, and Sponsor makes no guarantee as to the actual fulfillment date. Limit of 1 prize per household.

Release:

By participating in this Sweepstakes and/or by receipt of any prize, entrants and winners agree to release and hold harmless Sponsor, Administrator, Meta Platforms, Inc., the Participating Influencers, and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or

acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Sweepstakes constitutes each winner's consent and grant to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the Entry or winner confirmation process): winner's name, city, state, likeness, photograph, Entry, social handle and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud;
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Sweepstakes; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Sweepstakes, as determined by Sponsor in its sole discretion.

Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award all remaining Sweepstakes prizes by conducting a random drawing from among all eligible Entries received up to the date of the Issue; and/or modify the prizes offered.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will Sponsor be obligated to award more than the stated number of prizes set forth in these Official Rules. In the event that more winner notifications are distributed or more prizes are claimed, due to a printing, production, seeding, computer, or other error of any kind, than the stated number of prizes,

Sponsor reserves the right to award only the stated number of prizes based on the winner selection process described in these Rules, or if necessary, through a random drawing from among those entrants who were notified, confirmed to be eligible and where applicable, took the required action(s) to claim the prize.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of Entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected Entries or failure to receive Entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrant's sole remedy is to take the required actions to receive another Entry(s) in the Sweepstakes, if it is possible; or
- Any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or to the receipt, use, inability to use or misuse of any prize.

Disputes:

Except where prohibited, entrant agrees that:

- Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually without resort to any form of class action and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan;
- Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and
- Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

- All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of Michigan.

Severability:

If any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law.

Remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

Winner List:

See this [winner list](#) for the Sweepstakes winners. The winner list will be posted after winner confirmation is complete.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Meta Platforms, Inc.