

Every Woman's Marathon Sweepstakes Official Rules

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

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

2. Sponsor: MilkPEP, 1250 H St. NW, Suite 950 Washington, D.C. 20005. **Administrator:** Merkle Inc. (previously known as HelloWorld, Inc), 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on May 15, 2025 at 12:00 a.m. Eastern Time ("ET") and ends on May 30, 2025 at 11:59 p.m. ET (the "Promotion Period"). Instagram's servers are the official time-keeping devices for the Sweepstakes.

4. How to Enter:

Participation Requirements: To participate, you will need to have a personal Instagram account. Creating an Instagram account is free but subject to the applicable terms and conditions (<http://instagram.com/about/legal/terms/#>). ***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 40 Participating Influencers will post on Instagram (each a "Sweepstakes Post").

Participating Influencers
@gofastmommy
@amidwesternmix
@_tatianaforbes
@sherylannpadre
@alittlerainey
@thenuevalatina
@camposcrusher
@baddiedae
@dcdimsumgirl
@caitsouthkeen
@amira_rajab
@cheycheyfromthebay
@rachelobendorf
@mariiahperez
@sensigraves
@rebekahmarie8
@runnergirl_dani
@saigeyruns

@sherunsbyfaith
@apaigeofpositivity
@tessa_traverses
@itscoachlilly
@haleyywheeler
@therealapbp
@running_up_that_hillary
@carleygoodmenu
@the_running_dietitian
@naturallybeingnat
@chelcie.scott
@kylie.fly
@spinsydddy
@photocait
@jen_pbrunner
@string_fields
@meganconner
@heyimkate
@briebenefit
@ryleejade.fit
@bygracelee
@sarahjaynexplores

During the Promotion Period, take the following actions to receive 1 entry:

- (a) Follow [@everywomansmarathon](#) on Instagram;
- (b) Comment on a Sweepstakes Post with a description of your running mantra or your reason for running (herein your “Comment”); and
- (c) “At mention” [@everywomansmarathon](#) in your Comment.
- (d) There is no requirement that your Instagram account is public. However, you must keep the same Instagram handle once you have entered and until the prizes are awarded (as described in Section 6, below) so that Sponsor can communicate with you if you are selected as a potential winner.
- (d) 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 Guidelines and Content Restrictions stated below.

Guidelines and Content Restrictions for your Comment:

- Your Comment must be in English;
- Your Comment must be your original work;
- 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, Participating Influencers, or any other parties;
- You must have permission to reference the names of other individuals and to grant the rights set forth in Section 5. 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 may not include logos, trademarks, or any other intellectual property other than those of the Sponsor;
- Your Comment must not make references to or include: alcohol, illegal 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 promotes 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 a Comment that conforms with all the above requirements, you will receive 1 entry into the Sweepstakes, subject to the entry limit below. Sponsor, in its sole discretion, may disqualify any post that it finds unlawful or in violation of these Official Rules.

Entry Limit: You may only receive 1 entry during the Promotion Period. Multiple entrants are not permitted to share the same email address or Instagram account. Any attempt by any entrant to obtain more than 1 entry by using multiple/different email addresses, Instagram accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and may result in disqualification. 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 their Instagram account profile, 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 request additional documentation from entrant to confirm entrant's identity.

5. Sponsor's Use of Social Post Content: Posting a Comment 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 Comment 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 Comment.

6. Prize Drawing: 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 winner from all eligible entries received during the Promotion Period, on or around June 4, 2025. First, each potential winner will be notified by @everywomansmarathon on Instagram and will be directed to a secure online claim form and asked to provide their name, email address, mailing address, sizing preferences for Team Milk merchandise, and date of birth to confirm eligibility and for prize fulfillment purposes within 2 days of the date notice or attempted notice is sent into order to claim the prize. Next, the potential Grand Prize winner only (or parent/legal guardian if winner is a minor in their state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver, where not prohibited a Publicity Release ("Declaration") and an IRS Form W-9, both must be received by Administrator within 5 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 sign and return the Declaration 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.

7. Prizes, Approximate Retail Value ("ARV"), and Odds of Winning:

- A. Prizes: 1 GRAND PRIZE:** A trip for winner to Scottsdale, Arizona on November 14-17, 2025 to run the Team Milk Marathon. 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 Scottsdale, Arizona; 3 nights' accommodations at a hotel determined by Sponsor in its sole discretion; registration for the 2025 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 thirty (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. 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 attending event, winner voluntarily assume all risks related to exposure to COVID-19.** 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: \$3,200.00.

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 2025 Every Woman's Marathon, including a race bib. Travel and lodging NOT included. ARV: \$400.00.

B. Total ARV: The total ARV of all available prizes in the Sweepstakes is \$4,400.00.

C. Odds of Winning: The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

For All Prizes: Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Winners of a prize equal to or greater than \$600 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 will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes. Limit of 1 prize per household.

8. Release: By entering this Sweepstakes, entrants agree to release and hold harmless Sponsor, Administrator, Instagram, Inc., Meta Platforms, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/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 and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, third party claims involving the right to privacy, right of publicity, or intellectual property infringement, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

9. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, Comment, photograph (including, without limitation, winner's Instagram profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor 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, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, social media platforms, or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (e) late, lost, undeliverable, damaged or stolen mail; (f) lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Comments or failure to receive Comments due to limitation of third-party social network platforms or (g) 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 receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, not received, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

12. Disputes: Except where prohibited, entrant agrees that: (a) 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; (b) 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 (c) 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.

13. Severability: If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason

be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

14. Entrant's Personal Information: Information collected from entrants is subject Sponsor's [Privacy Policy](#).

15. Winner List: For a winner list, please click [HERE](#). The winner list will be posted after winner confirmation is complete.

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