

## **RICHIE'S MILK RUN COMPETITION TERMS AND CONDITIONS (NEW ZEALAND)**

1. These terms and conditions relate to the Fonterra Milk for Schools 'Richie's Milk Run' ("**Promotion**"). Information on how to enter and prizes forms part of, and entry into the Promotion is deemed to be acceptance of, these terms and conditions.
2. The promoter is Fonterra Co-operative Group Limited ("**Promoter**").
3. The Promotion commences at 12.01am Tuesday 20 February 2018 and closes at 11.59pm Monday 19 March 2018 ("**Promotional Period**"). Entries received outside of the Promotional Period will not be accepted.

### **Conditions of Entry**

4. By entering the competition, you are confirming that you are over 18 years old or that you have the consent of your parent(s) or guardian(s) and that you are resident in New Zealand.
5. You may only enter the Promotion once.

### **Prizes**

6. Four primary schools will be selected by the panel of judges from the entries throughout the Promotional Period. The winner of each prize will be the primary school nominated in the entry (if it is accepted), but the person who nominated the primary school will also be notified. For the fifth prize, the panel of judges will shortlist 5 schools from the entries throughout the Promotional Period, and a fifth primary school will be selected by gaining the most votes from the New Zealand public through a Facebook vote, where members of the public will have one vote each.
7. Each winning primary school will receive a visit from Richie McCaw, arriving by helicopter (conditions permitting) with a breakfast or morning tea (as set out below) consisting of dairy snack products, fruit, milk cartons and water for the school to enjoy. Richie will spend approximately two hours at the school. There will be fun physical education games and activities, and an opportunity for Richie to speak to the school. Local farmers may also be part of the visit. For safety reasons, Richie won't be arriving with a giant milk pack (this was for marketing purposes only) but will deliver regular sized packs of milk for the school.
8. The winning primary school must have suitable school grounds or a suitable ground nearby in order for Richie McCaw to land in a helicopter. If there are adverse weather conditions on the day of the event such that Richie McCaw is unable land in a helicopter, then Richie will arrive by car.
9. Ten primary schools will also be selected to receive a highly commended prize of \$250 retail value worth of Fonterra product vouchers redeemable through Fonterra.

### **How to enter**

10. To enter, visit us online at [richiesmilkrun.co.nz](http://richiesmilkrun.co.nz) and complete the competition entry form with your name, email address, nominated primary school and tell us in 150 words or less why your nominated primary school should win the prize. You may also include a picture or short videos as part of the entry form (subject to a size limit of 60MB).
11. The reason why your nominated primary school should win the prize must be in your own words and contain your own photo or video and must not be copied. The Promoter may disqualify your entry if the Promoter considers (in its sole discretion) that your entry is not your own work, is unsuitable, may cause offence, or otherwise breaches

these terms and conditions.

12. If you submit a photo or video which shows other people you must have confirmed with those people that they also give their permission for the photo or video to be submitted and published by the Promoter. By submitting any photo or video, you agree the Promoter shall have the right to store electronically any photos, videos or images sent in by entrants to the competition and the right to use the photos, videos or images free of charge for any business purpose in any media whatsoever.
13. All entries are deemed to be received at the time of the receipt in to the Promotion database and not at the time of transmission by you.

#### **Draw and Winner Notification**

14. The four winning schools will be chosen by a panel of judges. One prize will be drawn each week for a total of 4 weeks from Monday 26 February 2018 as follows:
  - a. Monday 26 February 2018 for a school visit for morning tea on Tuesday 13 March 2018
  - b. Monday 5 March 2018 for a school visit for morning tea on Tuesday 20 March 2018
  - c. Monday 12 March 2018 for a school visit for morning tea on Tuesday 27 March 2018
  - d. Tuesday 20 March 2018 for a school visit for morning tea on Wednesday 4 April 2018,

For the fifth school, the panel of judges will shortlist 5 schools from the existing entries submitted during the Promotional Period. The winning primary school will be the one that gains the most votes from the New Zealand public through a Facebook vote, where members of the public will have one vote each. If the result is a tie, the panel of judges will select the winner in their discretion from the schools gaining the most votes. Facebook voting will be open from closes on Monday 2 April 2018 at 11.59pm. The fifth primary school visit will be for breakfast on Tuesday 10 April 2018.

15. The ten highly commended schools will be chosen by the panel of judges on Wednesday 4<sup>th</sup> April 2018.
16. The selected primary schools will be notified by telephone. The person who submitted the selected entry will be notified by email
17. A selected primary school will forfeit the prize if:
  - a. it is not able to be contacted, or has not responded to our phone calls, within 4 normal working hours, or does not indicate that it accepts the prize within 24 hours following the initial contact; or
  - b. it is not part of the "Fonterra Milk For Schools" programme, and does not agree to join the programme for a minimum of two school terms within 24 hours of being notified and given the opportunity to join; or
  - c. it is not a Full Primary, Contributing, Composite & Special Schools who have primary school students in Year 1-6 (as identified by the Ministry of Education Directory of Educational Institutions) that is eligible to join the Fonterra Milk For Schools Programme, or a Satellite school which may also be eligible to join at Fonterra's sole discretion.
  - d. for any reason is unable to comply with the Promotion or these Terms and

Conditions,

and in each case, the panel of judges will select another primary school to win that prize.

18. The Promoter's decision is final and no correspondence will be entered into.
19. Prizes will be awarded to the primary schools named in the winning entries to the Promotion.

**Publication of winner's photos and images:**

20. The winning school must agree to co-operate with all Fonterra's reasonable media editorial requests relating to the Fonterra Milk for Schools 'Richie's Milk Run' event and participate in publicity for this Promotion including allowing photography, videography, and live broadcasts of the event, interviewing school staff or children, and using names, images and/or voice for publicity purposes in any media whatsoever.
21. Each winning school will be responsible for obtaining all staff and parental consents to participate in the 'Richie's Milk Run' event prize, including to participate in any photography and videography taken for promotional purposes.

**General Terms**

22. The Promoter reserves the right to change these terms and conditions without prior notice.
23. Prizes cannot be varied and are not transferable or redeemable for cash. In the event that a winner does not take an element of the prize at the time stipulated by the Promoter, then that element of the prize will be forfeited by the winner.
24. If the winner is not able to be contacted within 4 normal working hours following the draw, that winner shall forfeit the prize and the Promoter may choose to draw another winner, and so on until a winner is contacted to accept the prize.
25. Unless expressly stated in these terms and conditions, all other expenses become the responsibility of the winner including meals, taxes, transport, insurance and any other ancillary costs of any nature.
26. The Promoter reserves the right to request the winners to provide proof of identity, proof of residency at the nominated prize delivery address and/or proof of entry validity. In the event that such proof is not provided by the winner or is not suitable to Fonterra, then that winner shall forfeit their rights to any prizes.
27. The Promoter reserves the right to verify the validity of entries and to disqualify any entry (including the winning entry) which, in the Promoter's opinion includes objectionable content, profanity or potentially insulting, inflammatory or defamatory statements.
28. The Promoter may disqualify any entry or individual (including any prize winner) who tampers with the entry process, submits an entry not in accordance with the terms and conditions, breaches these terms and conditions, or who has, in the opinion of the Promoter, engaged in conduct which is unlawful, improper, fraudulent, misleading, deceptive or generally damaging to the goodwill or reputation of the Promoter or Promotion.
29. The Promoter is not responsible for any problems or technical malfunction of any web site, telephone network or lines, computer systems, servers, providers, computer equipment, software, technical problems or traffic congestion on the Internet or at any web site, or any combination thereof.

30. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of entries.
31. If for any reason the Promotion is not capable of running as planned for reasons including infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter, which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, the Promoter reserves the right in its sole discretion to cancel, suspend or modify the Promotion.
32. The Promoter takes no responsibility for lost, damaged, misdirected, late or illegible entries or any entries that for whatever reason, are not received by the Promoter or are incomplete.
33. To the maximum extent permitted by law, the Promoter and its related companies shall not be liable for any loss, damage, or personal injury whatsoever by or to any person in connection with the Promotion or with winning or benefiting from a prize.
34. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. In order to participate in the Facebook vote to select the fifth winning school, you are permitted one vote and you are providing your information to the Promoter and not to Facebook. The information you provide will be used for operating the public vote and to run the Promotion.
35. All entries become the property of the Promoter. The Promoter needs to collect personal information from entrants in order to conduct the Promotion – without this personal information the Promoter may not be able to provide you with entry into the Promotion. Unless otherwise authorised by you, your personal information will be held by the Promoter for the purposes of the Promotion and may be shared with partners of the Promoter solely for the purposes of the Promotion. Any questions relating to this Promotion, or to access or request correction of your personal information please contact [contact@fonterramilkforschools.com](mailto:contact@fonterramilkforschools.com).