

## **Organic Valley Milk Farmer for a Day Sweepstakes & Organic Valley Free Glass Special Offer**

January – March 2019

### **Q: What consumer promotions is Organic Valley running between January 7, 2019 and March 31, 2019?**

A: The **Organic Valley Milk Farmer for a Day Sweepstakes** begins on January 7, 2019 at 12:00 PM Eastern Time (“ET”) and ends on March 31, 2019 at 11:59:59 PM ET.

The **Organic Valley Free Glass Special Offer** begins on February 1, 2019 at 12:00 PM ET and ends on March 31, 2019 at 11:59:59 PM ET, or when supplies are exhausted, whichever occurs first.

### **Q: Once I complete a registration, will I be able to change any information?**

A: For purposes of the Promotion, an entrant’s residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

### **Q: If I register for the promotion, what will my information be used for?**

A: Personally identifiable information that you provide when registering is used according to the privacy statement/privacy policy specific to the promotion that you entered. See the official rules or main website of the promotion to view the respective privacy statement/policy.

### **Q: May I enter on more than one account?**

A: No, you can only enter with one account (one email address). If it is discovered that a person has registered or attempted to register more than once using multiple email addresses or residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person’s entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive.

### **Q: Why can’t I register with my P.O. box address?**

A: Our shipping service cannot ship any prizes to a P.O. box, so if you’re identified as a winner, we need to send the prize to your home. Also, your home address allows us to identify your residence for eligibility purposes.

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### **Q: Who can I contact to resolve technical difficulties with entry page?**

A: Visit [OVprize.com](http://OVprize.com) and follow the “Customer Support” page to submit a request.

### **Q: I visited [OVprize.com](http://OVprize.com) to redeem the “Organic Valley Free Glass Special Offer”, and saw the “Organic Valley Farmer for a Day Sweepstakes” also being promoted. What is the Sweepstakes? Do I have to enter the Sweepstakes to get my Free Glass?**

A: Uploading a receipt of \$4 or more of Organic Valley Milk to redeem the Free Glass Special Offer is not required to enter the **Organic Valley Farmer for a Day Sweepstakes**, but you are encouraged to redeem your Free Glass if you so choose.

The **Organic Valley Free Glass Special Offer** begins on February 1, 2019 at 12:00 PM ET and ends on March 31, 2019 at 11:59:59 PM ET, or when supplies are exhausted, whichever occurs first.

Entrants who live in Alabama, Arkansas, Arizona, California, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Louisiana, Massachusetts, Maryland, Missouri, North Carolina, New Jersey, New Mexico, Nevada, New York, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, and West Virginia may participate in this special offer.

To participate in the Offer, eligible entrants may purchase \$4 of Organic Valley milk, visit [OVprize.com](http://OVprize.com), register, and follow the on-screen prompts to upload a photograph of the original receipt showing the Qualifying Purchase. Eligible receipts must be itemized and show the Qualifying Purchase and purchase amount. The file must be in .JPEG, .JPG, .PNG, or .GIF format (no PDFs will be accepted) and may not exceed 8 MB. Upon verification of Qualifying Purchase receipt, entrant will be sent a branded milk glass. Only five thousand six hundred (5,600) Offer Items are available. The approximate retail value (“ARV”) of each Offer Item is \$6.00. Offer Items will be fulfilled within approximately 4-6 weeks after verification. Please allow approximately one (1) week for verification. Offer Items are subject to availability and only available while supplies last. There is a limit of four (4) Offer Items per household.

### **Q: I visited [OVPrize.com](http://OVPrize.com) to enter the “Organic Valley Farmer for a Day Sweepstakes”, but saw there was also an “Organic Valley Free Glass Special Offer” also being promoted? What is the Free Glass Special Offer? Do I have to enter to redeem a Free Glass in order to enter the Sweepstakes?**

A: Entering the **Organic Valley Farmer for a Day Sweepstakes** is not required to redeem your Free Glass, but you are encouraged to enter for your chance to win a two-night, three-day trip for you and up to three guests to Stony Pond Farm, VT – an Organic Valley Family Farm. Organic Valley Farmers Tyler and

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Melanie Webb will welcome you to their 300-acre dairy farm. During your two-night stay in their charming on-farm Airbnb you'll spend valuable time with the folks responsible for bringing you the most delicious organic food!

### Organic Valley Farmer for a Day Sweepstakes

#### Q: How do I enter the "Organic Valley Farmer for a Day Sweepstakes"?

A: You can enter the Sweepstakes via the following methods

- A. Website:** During the Sweepstakes Period, an eligible entrant may visit [www.OVPrize.com](http://www.OVPrize.com) and complete and submit the registration form including, but not limited to: his/her first and complete last name (no initials), valid e-mail address, phone number, street address (no P.O. Boxes will be allowed), city, state, and ZIP Code. Upon the successful submission of the registration information and upon following the links and instructions to participate in the Sweepstakes, an entrant will receive one (1) entry into the Sweepstakes. There is a limit of one (1) Sweepstakes entry per day into the Sweepstakes.
  - I. Bonus Entry:** During the Sweepstakes Period, after an entrant completes and submits the registration page, he/she may follow the links and instructions to watch a video. Entrant will earn one (1) bonus entry for watching the video. Limit: One (1) bonus entry per person during the Sweepstakes Period for watching the video.
  
- B. Instagram or Mail-In:** During the Sweepstakes Period, an eligible entrant may also either:
  - I.** Enter via Instagram and follow the steps below to receive a Sweepstakes entry:
    - a. Sign into his/her Instagram account (entrant may create an Instagram account for free if he/she does not already have one);
    - b. Become a follower of @OrganicValley on Instagram (if not already following @OrganicValley). There is no charge to sign up for Instagram or to follow @OrganicValley; and
    - c. Compose a new Instagram post with Organic Valley Milk product including the hashtag "#FarmerForADaySweepstakes" and "@OrganicValley" to receive one (1) entry into the Sweepstakes.
  
  - II. Mail-In:** To earn a Sweepstakes entry without posting a photo on Instagram, an entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY), on a 3½"x5" card ("Mail-In Entry") and mail it (without an outer mailing envelope) with sufficient postage to The Organic Valley Milk Farmer for a Day Sweepstakes, PO Box 251328, West Bloomfield, MI 48325. A Mail-In Entry is worth one (1) entry into the Sweepstakes. An entrant may mail-in two (2) times per day during the Sweepstakes Period.

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All Mail-In Entries must be postmarked by April 1, 2019 and received by April 10, 2019. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, and Mail-In Entries sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

### **Q: What are the “Organic Valley Farmer for a Day Sweepstakes” prizes?**

A: Grand Prize (1): The grand prize is a trip for winner and three (3) guests to Stony Pond Farm in Enosburg Falls, Vermont. Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Burlington International Airport (BTV) for winner and three (3) guests (age eighteen [18] or older), two (2) nights at the Stony Pond Farm, an Organic Valley Family Farm (three [3] bedrooms/four [4] beds/two [2] baths), a personalized farm experience for winner and guests (details of farm experience determined by Sponsor in its sole discretion), and a check for \$2,050 to cover various travel expenses (for winner only). The approximate retail value (“ARV”) of the Grand Prize is \$5,550. Only one (1) Grand Prize will be available in the Sweepstakes. See all restrictions and guidelines around prizing in the Official Rules at [OVprize.com](http://OVprize.com)

First Prizes (10): Each first prize winner will receive a prize pack of Organic Valley milk branded merchandise (contest of prize pack determined by Sponsor in its sole discretion). The ARV of each First Prize is \$200. No more than ten (10) First Prizes be available in the Sweepstakes.

### **Q: Who’s eligible to enter the sweepstakes?**

A: This Sweepstakes is offered only to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age at the time of entry. Employees, contractors, directors, officers, and agents of Sponsor, Administrator, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Sweepstakes, as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Void where prohibited or restricted by law.

### **Q: Is a purchase required to enter the “Organic Valley Farmer for a Day Sweepstakes”?**

A: No purchase is not required to enter the **Organic Valley Farmer for a Day Sweepstakes**.

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### **Q: How will the “Organic Valley Farmer for a Day Sweepstakes” winners be selected and contacted?**

A: On or about April 12, 2019 Administrator, whose decisions are final and binding on all matters relating to this Sweepstakes, will randomly select one (1) potential grand prize winner and ten (10) potential first prize winners from all eligible entries received. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

Each potential winner will be notified either via the e-mail address provided at the time of registration or via a Direct Message from @OrganicValley on Instagram with instructions on how to claim his/her prize. Where applicable, each potential winner must respond to the Direct Message winner notification within twenty-four (24) hours or may, at the Sponsor’s sole discretion, be disqualified.

### **Q: How do I find out the final sweepstakes winners?**

A: To obtain the names of the winners, mail a self-addressed, stamped business-sized envelope to: The Organic Valley Farmer for a Day Sweepstakes - Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by May 31, 2019.

## **Organic Valley Free Glass Special Offer**

### **Q: How redeem my “Organic Valley Free Glass Special Offer”?**

A: From 12:00 PM ET on February 1, 2019 through 11:59:59 PM ET on March 31, 2019 or when supplies are exhausted, whichever occurs first, entrants who live in Alabama, Arkansas, Arizona, California, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Louisiana, Massachusetts, Maryland, Missouri, North Carolina, New Jersey, New Mexico, Nevada, New York, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, and West Virginia may participate in a special offer. To participate in the Offer, eligible entrants may purchase \$4 of Organic Valley milk, visit [OVprize.com](http://OVprize.com), register, and follow the on-screen prompts to upload a photograph of the original receipt showing the Qualifying Purchase. Eligible receipts must be itemized and show the Qualifying Purchase and purchase amount. The file must be in .JPEG, .JPG, .PNG, or .GIF format (no PDFs will be accepted) and may not exceed 8 MB. Upon verification of Qualifying Purchase receipt, entrant will be sent a branded milk glass. Only five thousand six hundred (5,600) Offer Items are available. The approximate retail value (“ARV”) of each Offer Item is \$6.00. Offer Items will be fulfilled within approximately 4-6 weeks after verification. Please allow approximately one (1) week for verification. Offer Items are subject to availability and only available while supplies last. There is a limit of four (4) Offer Items per household.

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### **Q: Why am I not able to participate in the “Organic Valley Free Glass Special Offer”?**

A: You must be 18 years of age or older and reside within the U.S. to be eligible to enter the promotion. To participate in the special offer, you must reside in AL, AR, AZ, CA, CO, CT, DC, DE, FL, GA, IA, IL, IN, KS, LA, MA, MD, MO, NC, NJ, NM, NV, NY, OK, PA, RI, SC, TN, TX, UT, VA, WA, WV

### **Q: Where can I make a qualifying purchase?**

A: Visit <https://www.organicvalley.coop/store-locator/> to find out if there is a retailer near you who carries Organic Valley products.

### **Q: What Organic Valley products are eligible for the qualifying \$4 milk purchase?**

A: All of these products are eligible for entry to receive a free glass with purchase:

Organic Valley Milk

Organic Valley Chocolate Milk

Organic Valley Grassmilk

Organic Valley Lactose-Free Milk

Organic Valley Good To Go Milk

Organic Valley Single Serve Milk (singles, 6-packs, 12-packs)