



## MUSCLE MILK

### Give Me Strength Text-to-Win Drawing

Two Tickets to the Thanksgiving Day Game in Green Bay or an official autographed Clay Matthews football

#### Mid-Wisconsin Beverage Local Contest Official Rules

NO PURCHASE NECESSARY.

**1. TERM:** The promotion starts on or about August 10, 2015 and ends on or about September 27, 2015. At the end of the contest, one Grand Prize Winner will be drawn. Grand Prize Winner will be notified by phone or text and need not be present to win.

**2. ELIGIBILITY:** You must be at least 18 years of age, a legal resident of the United States of America and the State of Wisconsin to be eligible. Current and former employees of Mid-Wisconsin Beverage, Inc., all participating locations, Creative Communication & Design and immediate family members of such employees and/or persons living within the same household of such employees are not eligible to win. Only one daily text entry per person, per household is permitted and only one weekly mail-in postcard per person, per household can be entered. All written entry forms must be filled out completely, listing name, address, phone number, and e-mail address. Failure to comply with all the Official Rules will VOID your entry. Any fraudulent representation will void your participation. There is no sales presentation or purchase required.

**3. PRIZE DESCRIPTION - Contest Winners:** There is one Grand Prize Winner and one 2nd prize winner. At the end of the contest period, one Grand Prize Winner and one 2nd prize winner will be drawn from all text-to-enter registrants & mail-in postcards. Grand Prize Winner will receive two tickets to the Thanksgiving Day game in Green Bay. Game is Thursday, November 26th, at 7:30pm CST. The 2nd prize winner will receive an official autographed Clay Matthews football.

**4. GENERAL CONDITIONS:** No substitution of any prize is offered, except at the sole discretion of Mid-Wisconsin Beverage, Inc. No transfer of prize to a third party is permitted. A non-cash prize may not be redeemed for cash value. Void where prohibited or restricted by law. Prize recipient will be solely responsible for paying any and all applicable federal, state, and local taxes as a result of winning the Grand Prize. All persons, by participating in this promotion, agree to be bound by these Official Rules and the decisions of Mid-Wisconsin Beverage, Inc., whose decisions in all aspects of this promotion shall be final and binding. No more than the stated number of prizes in these Official Rules will be awarded.

**5. HOW TO PARTICIPATE:** For this promotion, Registrants will enter either by on-air invitation, text-to-win invitation, or other entry invitation at the discretion of the contest sponsors. The text-to-enter instructions will be to "text MUSCLE to 39327 to register to win..." To enter via USPS mail, send a stamped 3" X 5" postcard with your name, address, phone number and e-mail address to: "Muscle Milk- Give Me Strength" c/o Mid-Wisconsin Beverage, Inc. P.O. Box 89, Wausau, WI, 54402-0089. Postcards without the "Muscle Milk-Give Me Strength" will be ineligible. Postcards with postage due will be voided. You may enter only ONCE per week by mail, with weeks ending on Friday. Note: Illegible or improperly completed entry forms will be disqualified. Winners will be notified by phone or e-mail by a representative of Mid-Wisconsin Beverage, Inc., with instructions on how to claim their prize. Grand Prize Winner is responsible for his or her own transportation to/from the game.

**6. RELEASES:** The Winners will be required to sign an Affidavit of Eligibility and a Liability / Publicity Release before any prize is awarded. The Winners must consent to the use of his or her name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Mid-Wisconsin Beverage, Inc. Mid-Wisconsin Beverage, Inc. and participating locations are indemnified of ANY responsibility for any injury, damage or other circumstance for all participants in this promotion. All entrants/registrants/winners assume sole responsibility for all their actions in connection with this contest.

**7. SPONSORS:** Mid-Wisconsin Beverage, Incorporated.

**8. PARTICIPATING RADIO STATIONS:** WDEZ & WOZZ.

**9. WINNER:** Winners will be randomly selected the week of October 5, 2015. Names of the Winners may be posted for 14 days at participating locations.

**10. ODDS OF WINNING:** Odds of winning are dependent upon the number of entrants that register during the promotional period.