

Real Dairy Holidays Pinterest Contest



**NO PURCHASE NECESSARY TO ENTER OR WIN.
MANY WILL ENTER, ONE WILL WIN.**

Eligibility: All registered Pinterest users who follow Midwest Dairy Association on Pinterest and who actively participate in the contest. Employees of Midwest Dairy Association, their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible. Void where prohibited.

Contest Period: Contest runs from 8:00 a.m. CST, Monday, December 3, 2012 to 11:59 a.m. CST, Friday, January 4, 2013. The grand prize winner will be notified by email on or before Friday, January 18, 2013.

Prize: Midwest Dairy Association will award a KitchenAid® stand mixer (retail value of \$400 or less) to one (1) Grand Prize winner. Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by sponsors in the event that a prize (or part thereof) cannot be awarded, in which case sponsors will at their sole discretion award a prize (or part thereof) of equal or greater value.

How to Enter and Win: To be eligible, Pinterest account holders must complete the following activities: 1) Follow Midwest Dairy on Pinterest; 2) create a "Real Dairy Holidays" Pinterest board; 3) re-pin at least three recipes from Midwest Dairy's "Real Dairy Holidays" contest board with other dairy recipes found on Pinterest; 4) include the #RealDairyHolidays hashtag in each pin description 5) share a link to the contest pinboard on Twitter and/or Facebook using the #RealDairyHolidays hashtag.

Contest participants must notify Midwest Dairy by sending an email to dairymakessense@midwestdairy.com by 11:59 pm January 4, 2013 that includes a link to their contest pin board and a brief holiday memory message, 100 words or less.

All entries will be reviewed by a panel of judges assembled by Midwest Dairy. Entries will be judged based on overall creativity, total number of pins, unique storytelling and variety of recipes chosen. The chosen winner will receive a new KitchenAid® stand mixer (retail value \$400 or less). The winner will be notified on or before January 18, 2013.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Midwest Dairy Association, their respective affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Contest is subject to applicable federal, state and local laws and regulations.

Winners List: To receive a list of winners, mail a self-addressed, stamped envelope to: Midwest Dairy Association, 2015 Rice St., St. Paul, MN 55113, Attention: Real Dairy Holidays Pinterest Contest

Sponsor: Midwest Dairy Association, 2015 Rice St., St. Paul, MN 55113

KitchenAid® Registered Trademark™ Trademark/the shape of the stand mixer is a trademark of KitchenAid.