

## Wolf Brand Chili “Heart of Friday Nights” Rewards Program and Sweepstakes Official Rules

### **NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING**

**HOW TO PARTICIPATE:** The Wolf Brand Chili “Heart of Friday Nights” Rewards Program and Sweepstakes (“Promotion”) begins 8/15/11 and ends 12/1/11 (“Program Period”). As of 8/15/11, only the following high schools located in the state of Texas will be eligible to participate in the Promotion: (“Eligible School”).

<b>School Name</b>	<b>Address</b>	<b>City</b>	<b>ST</b>	<b>Zip</b>
Abilene High School	2800 N. 6th St.	Abilene	TX	79603
Alice High School	1 Coyote Trail	Alice	TX	78332
Andress High School	5400 Sun Valley Dr	El Paso	TX	79924
Aransas Pass High School	450 S. Avenue A	Aransas Pass	TX	78336
Argyle High School	800 Eagle Drive	Argyle	TX	76226
Arlington High School	818 W Park Row Dr	Arlington	TX	76013
Austin High School	3500 Memphis Ave	El Paso	TX	79930
Austin High School	1700 Dumble St	Houston	TX	77023
Bastrop High School	906 Farm St.	Bastrop	TX	78612
Bellaire High School	5100 Maple St	Bellaire	TX	77401
Berkner High School	400 S. Greenville Avenue	Richardson	TX	75081
Big Spring High School	707 E 11th Pl	Big Spring	TX	79720
Birdville High School	9200 Mid Cities Blvd.	North Richland Hills	TX	76180
Bishop Dunne High School	3900 Rugged Dr.	Dallas	TX	75224
Bishop Lynch Catholic High School	9750 Ferguson Rd.	Dallas	TX	75228
Boerne Champion High School	201 Charger Blvd	Boerne	TX	78006
Boerne High School	1 Grayhound Lane	Boerne	TX	78006
Bowie High School	801 S San Marcial St	El Paso	TX	79905
Byron P. Steele High School	1060 Elbel Rd	Schertz	TX	78154
Cedar Park High School	2150 Cypress Creek Rd.	Cedar Park	TX	78613
Cedar Ridge High School	2801 Gattis School Road	Round Rock	TX	78664
Central High School	9450 Ray White Rd	Keller	TX	76248
Challenge High School	5601 West Loop South Freeway	Houston	TX	77081
Chapin High School	7000 Dyer Street	El Paso	TX	79904
Chavez High School	8501 Howard	Houston	TX	77017
Cooper High School	241 Pine Street	Abilene	TX	79605
Coppell High School	185 W Parkway Blvd.	Coppell	TX	75019
Coronado Senior High School	100 Champions Place	El Paso	TX	79912
Coronado Senior High School	3307 Vicksburg Ave	Lubbock	TX	79410
Creekview High School	1330 W. Valwood Parkway	Carrollton	TX	75011
Crowley High School	1005 W Main St	Crowley	TX	76036
Davis High School	1101 Quitman St	Houston	TX	77009
Dawson High School	4717 Bailey Rd.	Pearland	TX	77584
De Soto High School	600 Eagle Dr	De Soto	TX	75115

Denison High School	1901 S Mirick Ave	Denison	TX	75020
Dobie High School	10220 Blackhawk	Houston	TX	77089
Duncanville High School	900 W. Camp Wisdom Rd.	Duncanville	TX	75116
Edcouch-Elsa High School	Hwy. 107 Mile 4 North	Edcouch	TX	78538
El Paso High School	800 E Schuster	El Paso	TX	79902
Estacado High School	1504 E Itasca	Lubbock	TX	79403
Flower Mound High School	3411 Peters Colony	Flower Mound	TX	75022
Forney High School	800 Fm 741	Forney	TX	75126
Fossil Ridge High School	4101 Thompson Rd	Keller	TX	76248
Foy Moody High School	1818 Trojan	Corpus Christi	TX	78416
Franklin High School	900 N Resler Dr	El Paso	TX	79912
Frenship High School	82nd FM 79 W PO Box 100	Wolfforth	TX	79382
Furr High School	520 Mercury Dr	Houston	TX	77013
Garland High School	310 S Garland Ave	Garland	TX	75040
Grand Prairie High School	2602 S. Belt Line Rd.	Grand Prairie	TX	75053
Gregory Portland High School	4601 Wildcat Drive	Portland	TX	78374
Haltom High School	9200 Mid Cities Blvd.	North Richland Hills	TX	76180
Hebron High School	4207 Plano Parkway	Carrollton	TX	75010
Horn High School	3300 Cartwright Road	Mesquite	TX	75181
Ingleside High School	2807 Mustang Dr	Ingleside	TX	78362
Irvin High School	9465 Roanoke St	El Paso	TX	79924
J J Pearce High School	400 S. Greenville Avenue	Richardson	TX	75081
James Martin High School	4501 W. Pleasant Ridge Rd.	Arlington	TX	76016
Jefferson High School	4700 Alameda Ave	El Paso	TX	79905
Jesuit College Preparatory School	12345 Inwood Rd.	Dallas	TX	75244
Jones High School	7414 Saint Lo Rd	Houston	TX	77033
Kashmere High School	6900 Wileyvale Rd	Houston	TX	77028
Keller High School	601 Pate Orr Rd. N	Keller	TX	76248
Kennedale High School	901 Treepoint Dr PO Box 1208	Kennedale	TX	76060
King High School	5225 Gollihar Rd.	Corpus Christi	TX	78412
Kipp High School	10711 Kipp Way	Houston	TX	77099
Lake Highlands High School	400 S. Greenville Avenue	Richardson	TX	75081
Lakeview Centennial High School	3505 Hayman Dr	Garland	TX	75043
Lamar High School	1400 Lamar Blvd.	Arlington	TX	76012
Lamar High School	3325 Westheimer Rd	Houston	TX	77098
LD Bell High School	1601 Brown Trail	Hurst	TX	76054
Leander High School	3301 S. Bagdad Rd	Leander	TX	78641
Lewisville High School	1098 W Main St	Lewisville	TX	75067
Little Elm High School	400 Lobo Ln	Little Elm	TX	75068
Lubbock High School	2004 19th St	Lubbock	TX	79401
Madison High School	13719 White Heather Dr	Houston	TX	77045
Marcus High School	5707 Morriss Rd.	Flower Mound	TX	75028
Mary Carroll High School	5301 Weber Rd.	Corpus Christi	TX	78411

McNeil High School	5720 McNeil Dr.	Austin	TX	78729
Memorial High School	4410 Crenshaw	Pasadena	TX	77504
Mesquite High School	300 E Davis St	Mesquite	TX	75149
Milby High School	1601 Broadway Blvd	Houston	TX	77012
Monterey Senior High School	3211 47th St	Lubbock	TX	79413
Naaman Forest High School	4843 Naaman Forest Blvd	Garland	TX	75040
Newman Smith High School	1330 W. Valwood Parkway	Carrollton	TX	75011
Nolan Catholic High School	4501 Bridge St.	Fort Worth	TX	76103
North Crowley High School	9100 S Hulen St	Fort Worth	TX	76123
North Forney High School	6170 N. Mason Blvd.	Forney	TX	75126
North Garland High School	2109 Buckingham Rd	Garland	TX	75042
North Mesquite High School	18201 LBJ Freeway	Mesquite	TX	75150
Pasadena High School	206 S Shaver	Pasadena	TX	77506
Pearland High School	2337 N. Galveston Ave.	Pearland	TX	77581
Plano East Senior High School	6600 Stadium Dr.	Plano	TX	75023
Plano Senior High School	6600 Stadium Dr.	Plano	TX	75023
Plano West Senior High School	6600 Stadium Dr.	Plano	TX	75023
Poteet High School	329 E. Davi	Mesquite	TX	75149
R L Turner High School	1330 W. Valwood Parkway	Carrollton	TX	75006
Ranchview High School	1330 W. Valwood Parkway	Carrollton	TX	75011
Ray High School	1002 Texan Trail	Corpus Christi	TX	78411
Reagan High School	413 E 13th St	Houston	TX	77008
Richardson Senior High School	400 S. Greenville Avenue	Richardson	TX	75081
Richland High School	9200 Mid Cities Blvd.	North Richland Hills	TX	76180
Round Rock High School	300 N Lake Creek Dr.	Round Rock	TX	78681
Rowlett High School	4700 Kirby Rd	Rowlett	TX	75088
Roy Miller High School	#1 Battlin Buc Blvd	Corpus Christi	TX	78408
Sachse High School	3901 Miles Rd	Sachse	TX	75048
Sam Houston High School	9400 Irvington Blvd	Houston	TX	77076
Sam Rayburn High School	2121 Cherrybrook Rd	Pasadena	TX	77502
Samuel Clemens High School	1001 Elbel Rd	Schertz	TX	78154
Scarborough High School	4141 Costa Rica Rd	Houston	TX	77092
Seguin High School	7001 Silo Rd	Arlington	TX	76002
Sharpstown High School	7504 Bissonnet St	Houston	TX	77074
South Garland High School	600 Colonel Dr	Garland	TX	75043
South Grand Prairie High School	2602 S. Belt Line Rd.	Grand Prairie	TX	75053
South Houston High School	3820 S Shaver St	South Houston	TX	77587
Sterling High School	11625 Martindale Rd	Houston	TX	77048
Stony Point High School	1801 Tiger Trl.	Round Rock	TX	78664
Temple High School	415 N 31st St	Temple	TX	76504
The Colony High School	4301 Blair Oaks Dr	The Colony	TX	75056
Timber Creek High School	12350 Timberland Blvd.	Fort Worth	TX	76244
Trinity High School	1501 Central Dr.	Bedford	TX	76022

University High School	Athletics 1401 S. New Rd.	Waco	TX	76711
Vista Ridge High School	200 S. Vista Ridge Blvd.	Cedar Park	TX	78613
W H Burges High School	7800 Edgemere Way	El Paso	TX	79925
Waco High School	Athletics 1401 S. New Rd.	Waco	TX	76711
Waltrip High School	1900 W 34th St	Houston	TX	77018
Washington High School	119 E 39th St	Houston	TX	77018
Waxahachie High School	1000 Highway 77 North	Waxahachie	TX	75165
West Brook High School	8750 Phelan Boulevard	Beaumont	TX	77706
West Mesquite High School	329 E. Davi	Mesquite	TX	75149
Westbury High School	11911 Chimney Rock Dr	Houston	TX	77035
Westside High School	14201 Briar Forest Dr	Houston	TX	77077
Westwood High School	12400 Mellow Meadow Dr	Austin	TX	78750
Wheatley High School	4900 Market St	Houston	TX	77020
Worthing High School	9215 Scott St	Houston	TX	77051
Wylie East High School	3000 Wylie East Dr.	Wylie	TX	75098
Wylie High School	2550 W Farm Rd 544	Wylie	TX	75098
Yates High School	3703 Sampson St	Houston	TX	77004

To participate, turn in any Wolf Brand Chili product label to your Eligible School's Rewards Program Coordinator (whom shall be selected and approved by Sponsor) OR at your participating Eligible School's collection location at any home football game during the Program Period.

**REWARDS PROGRAM:** To be eligible, all Rewards Program submissions must include: an official Rewards Program entry form including the Rewards Program Coordinator name, complete high school name, and complete high school mailing address ("Official Entry Form") and the Official Entry Form must be submitted along with all of that school's qualifying labels (collectively, "Submissions") and must be postmarked by December 1, 2011. Send completed Submissions to: (traceable delivery is recommended) send to: Wolf Brand Chili "Heart of Friday Nights" Promotion, Dept 809, 806 SE 18<sup>th</sup> Avenue Grand Rapids, MN 55744. **PLEASE NOTE:** Only Submissions from the registered Rewards Program Coordinators from Eligible Schools will be considered valid. Invalid Submissions will not be acknowledged or returned. All Submissions must be received by December 12, 2011. The Promotion Administrator will calculate the valid number of labels received in each Submission. Multiple Submissions from Eligible Schools will be accepted and added together at the end of the Program Period to calculate the Rewards that Eligible Schools will be eligible to receive. All decisions regarding Submission count, acceptability and eligibility will be made by the Promotion Administrator and these decisions will be final and binding. Sponsor is not responsible for late, lost, stolen or misdirected submissions. All labels become the property of Sponsor and will not be returned. Only labels from eligible Wolf Brand Chili products distributed for sale in the U.S. and through commissaries on U.S. military installations are eligible for this Program. No facsimiles. mechanically reproduced or significantly damaged labels will be accepted.

**REWARDS:** Each Eligible School that submits eligible Submissions will each receive the appropriate cash value for the valid labels that they submit using the following Rewards cash value, awarded in the form of a check payable to the high school:

Product	Label Value	Rewards Value
15 oz Wolf Chili	1 label	\$.25/each
106 oz Wolf Chili	15 labels	\$3.75/each

**BONUS REWARDS:** In addition to the Rewards, Eligible Schools whose Submissions are equivalent to or more than 2,000 labels will also receive a \$1,000 bonus, awarded in the form of a check made payable to the participating high school. Maximum allowable Rewards payable is limited to \$2,500 per Eligible School.

**EARLY BIRD BONUS REWARDS:** In addition to the Rewards, the Eligible School whose

Submission or portion of a Submission is postmarked by 10/1/2011 will receive a bonus Reward of 100 labels, awarded in the form of a check made payable to the participating high school. Maximum allowable Rewards are limited to \$2,500 per Eligible School. All Rewards will be awarded in the form of a check made payable to the school. All Rewards will be awarded approximately January 20, 2012.

**SWEEPSTAKES PORTION:** There are two (2) ways to enter. 1) Automatic Entry: Valid Rewards Submissions received from Eligible Schools will be automatically entered into the sweepstakes portion of the Promotion. The total calculated Label Value received from Eligible Schools, not including Bonus or Early Bird Bonus Rewards will equal the number of entries the Eligible School receives, 2) No Purchase Entry: Eligible School's Rewards Program Coordinator can complete a 3½" x 5" card complete with your , Eligible School's full name, address, city, state, zip code and phone number of the Eligible School, and send it in a properly stamped envelope to: "Wolf Brand Chili "Heart of Friday Nights" Rewards Program and Sweepstakes", PO Box 1231 Grand Rapids, MN 55745-1231. All entries must be mailed separately. Pre-printed labels and mechanically reproduced entry forms and envelopes will not be accepted. All entries must be postmarked by 12/1/2011 and received by 12/12/2011.

**SWEEPSTAKES PRIZES & APPROXIMATE RETAIL VALUES ("ARV"):** **(1) Grand Prize** ("Prize"): \$5,000 awarded in the form of a check made payable to the winning Eligible School. **(3) First Prizes:** \$2,500 awarded in the form of a check made payable to the winning Eligible School. **(6) Second Prizes:** \$500 awarded in the form of a check made payable to the winning Eligible School. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the winning Eligible School's responsibility. No cash substitutions for any Prize, except at the sole discretion of the Sponsor. Prize(s) are not transferable. Sponsor reserves the right to substitute Prizes of equal value. Total ARV of all Prizes: \$15,500. Limit one Prize per Eligible School. Prizes may be combined with Rewards and made payable in one combined check to the Eligible School approximately 1/20/2012. Odds of winning depend on number of eligible entries received.

**SWEEPSTAKES DRAWING:** On or about 1/16/2012, the winning Eligible Schools will be selected in a random drawing from among all of the eligible entries.

**GENERAL:** Entrants agree to be bound by the terms of the Rewards Program as stated in these Official Rules. By participating in this Rewards Program, the participating school agrees to allow Sponsor to use the school's name, take photographs and videotape of the school (possibly students at the school at the approval of the student's parents/legal guardians), or take statements from the Rewards Program Coordinator which all may be used for advertising and publicity purposes (including posting on the Web) as Sponsor so determines without any further compensation, except where prohibited by law. Any Submissions or other materials that are illegible, altered, counterfeited or tampered with, obtained other than through legitimate and authorized sources or are not in compliance with these Official Rules are void. All Submissions become property of Sponsor and will not be returned. Sponsor shall not be responsible for illegible, damaged, lost, late, stolen, postage due, incomplete, undelivered/undeliverable or misdirected mail and/or entries or Submissions. Nor shall Sponsor be responsible for any injuries, losses or damages of any kind, whether personal or property, including death, resulting from the acceptance, possession, enjoyment, or use/misuse of any reward associated with, or participation in, this program and Sponsor and its respective directors, officers, parent and affiliate companies, limited partners, general partners, employees, agents, successors or assigners will be held harmless against any claims of liability arising directly or indirectly from the rewards or use of the rewards awarded. All federal, state and local laws apply. Void where prohibited or restricted by law. **Sponsor's published privacy policy does NOT apply to use by the company of any entry made into the Promotion.**

**WINNER LIST:** For a complete list of Winners, send a self-addressed stamped envelope (to be received by 12/12/2011) to: "Wolf Brand Chili "Heart of Friday Nights" Rewards Program and Sweepstakes" Winners List, PO Box 1231-W, Grand Rapids, MN 55745-1231.

SPONSOR: ConAgra Foods, One ConAgra Dr, Omaha NE 68102

ADMINISTRATOR: Arrowhead Promotion, 1105 SE 8<sup>th</sup> St, Grand Rapids MN 55744

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