



Give Your Kid The Chance To Take A



**GRAND PRIZE (1):**  
The opportunity to take a pro athlete to school for a school-wide workout, and \$150 in cash (ARV: \$150)

**FIRST PRIZE (25):**  
A NERF® sports pack inclusive with NERF® football and an iDog™ speaker (ARV: \$65)

MAIL TO: **SPORTS PROFILES/KIDS, 4709 GOLF RD., STE. 807, SKOKIE, IL 60076**

**ENTRIES MUST BE RECEIVED BY MARCH 10, 2010**

Print Name of Child: \_\_\_\_\_ Age: (as of 2/24/10) \_\_\_\_\_

Address: \_\_\_\_\_ Apt: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Print Name of Child's Parent or Legal Guardian: \_\_\_\_\_

Signature of Child's Parent or Legal Guardian: \_\_\_\_\_

Age of Parent or Legal Guardian (as of 2/24/10): \_\_\_\_\_

Telephone (Day): ( ) \_\_\_\_\_ (Eve.): ( ) \_\_\_\_\_

**THIS SWEEPSTAKES IS SUBJECT TO THESE COMPLETE OFFICIAL RULES**

**"GIVE YOUR KID THE CHANCE TO TAKE A PRO ATHLETE TO SCHOOL" SWEEPSTAKES BEGINNING FEBRUARY 24, 2010 AND ENDING MARCH 3, 2010**

- 1. NO PURCHASE NECESSARY.** Void where prohibited by law. Open only to legal residents of the following Southern California and Nevada counties, 8-16 years of age as of February 24, 2010, who are entered by their parent or legal guardian who is at least 18 years of age as of February 24, 2010: Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Ventura, Kern, Tulare, Santa Barbara, Nye and Clark. Employees, officers and directors of SUPERVALU INC., Bimbo Bakeries, Pepsi-Cola Co., The Promotional Participant - The Coca-Cola Company and its bottlers - Sports Profiles Plus, their respective parent companies, subsidiaries, affiliates, and the immediate families of such employees (parents, spouses, children, siblings) and those living in the same household, whether related or not, are not eligible to participate or win.
- 2. ENTRY:** Sweepstakes begins February 24, 2010 (12:00 a.m. PST) and ends March 3, 2010 (11:59 p.m. PST). To enter, download an official entry form available at [www.sppkids.com](http://www.sppkids.com) from February 24, 2010 (12:00 a.m. PST) until March 3, 2010 (11:59 p.m. PST), print and complete the form, or, on a 3" x 5" card print your child's name, age, address, telephone number\* with area code, your signature as the child's parent or legal guardian and mail in a business size envelope to: **SPORTS PROFILES/KIDS, 4709 GOLF RD., STE. 807, SKOKIE, IL 60076. All entries must be received by March 10, 2010.** \*If phone number is a wireless number, indicate consent to be contacted at such number as charges may apply. The Promotional Participant, Sponsors, Sweepstakes Partner, Administrator of the Sweepstakes, and their agencies are not responsible for late, lost, illegible, damaged, destroyed, delayed, misdirected entries or postage due mail. The Promotional Participant, Sponsors, Sweepstakes Partner and the Administrator of the Sweepstakes assume no responsibility for computer system, hardware, software or program malfunctions or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Once submitted, entries become the sole property of the Sponsors and will not be acknowledged or returned.
- 3. DRAWING:** A random drawing will be conducted by Sports Profiles Plus on or about March 11, 2010. Grand Prize winner's parent or legal guardian will be notified on or around March 12, 2010 by telephone and/or overnight mail. First Prize winners' parent or legal guardian will receive their child's first prize by April 15, 2010.
- 4. PRIZES/ODDS OF WINNING: GRAND PRIZE (1):** The opportunity to have a pre-selected pro athlete or celebrity (based on availability) attend the winner's school for a school-wide workout session, and \$150 in cash. The workout session will promote health and wellness to kids. Grand Prize winner will lead the workout session with the athlete or celebrity. SPPSPORTS will coordinate arrangements with the winner's school for the workout session to take place between April and May of 2010. ARV of Grand Prize: \$150. **FIRST PRIZE (25):** A NERF® sports pack inclusive with a NERF® football and an iDog™ speaker. ARV of First Prize: \$65. Total ARV of all prizes combined is \$1775. Odds of winning depend on the total number of eligible entries received.
- 5. PRIZE CONDITIONS:** Prize consists only of those items specifically listed as part of prize. All unspecified expenses relative to participation in Sweepstakes (including all costs associated with acceptance or possession of the prize) are the sole responsibility of winner. Prizes are not transferable. No cash equivalent or prize substitution except at the sole discretion of the Sponsors for a prize of comparable value, due to unavailability of prize for any reason. The parent or legal guardian of each winner is solely responsible for any California or Nevada state tax, and/or any other state that claims taxes are due, and local, and/or federal taxes on prizes. If a winner cannot accept prize as stated, prize will be forfeited in its entirety and may be awarded to an alternate winner. **Limit one prize per person/family/household.**
- 6. GENERAL CONDITIONS: Entrant's parent or legal guardian agrees** (a) to these Official Rules and the decisions of the Sponsors, which are final and binding in all respects; (b) to release and hold harmless SUPERVALU INC., Bimbo Bakeries, Pepsi-Cola Co., the Promotional Participant - The Coca-Cola Company and its bottlers - Sports Profiles Plus and their respective parent companies, affiliates and subsidiaries, their respective advertising and promotion agencies, and all of their respective officers, directors, shareholders, agents, representatives and employees (individually and collectively "Releasees") from any and all liability, losses, damages or injuries whatsoever (whether due to negligence or otherwise) to person(s), including death, or property, arising in whole or in part, from his/her participation in Sweepstakes or acceptance or possession, use/misuse of the prize, or participation in any Sweepstakes-related activity; and, (c) acceptance of the prize constitutes permission to the Promotional Participant, Sponsors, Sweepstakes Partner, the Administrator of the Sweepstakes and their respective agencies to the use of winners' names, pictures, and/or likenesses for advertising, trade or publicity purposes at any time or times, in any media now known or hereafter discovered or devised, world wide, and on the Internet and World Wide Web, without notice, review or approval, and any and all rights to said use, without further compensation, where legally permitted. Releasees are not responsible for any typographical or other errors in the printing, the offering, or the announcement of the rules, the description of any prize, or in the administration of the Sweepstakes.
- 7. AFFIDAVITS/RELEASES: Parent or legal guardian of the Grand Prize winner will be required to complete** an Affidavit of Eligibility, a Liability Waiver and a Publicity Release, which must be returned within seven (7) days of receipt of prize notification or the prize may be forfeited and an alternate winner may be selected. If prize notification or a prize is returned as undeliverable, prize will be forfeited and an alternate winner will be selected, time permitting.
- 8. LIABILITY LIMITATIONS:** The Sponsors reserve the right in Sponsors' sole discretion to cancel, modify or suspend Sweepstakes participation information available at [sppkids.com](http://sppkids.com) should computer hardware or software malfunctions (such as but not limited to virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures) or any other causes corrupt such online entry information. Releasees are not responsible for any incorrect or inaccurate information, whether caused by web site users, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of, the web site or any technical failure or malfunction. The Promotional Participant, Sponsors, Sweepstakes Partner and the Administrator of the Sweepstakes are not responsible for injury or damage to participant's or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading or copying materials from or use of the web site.
- 9. WINNERS LIST:** For a list of winners, send a self-addressed, stamped envelope to SPORTS PROFILES/KIDS Winners List, 4709 Golf Rd., Ste. 807, Skokie, IL 60076, to be received by April 15, 2010.
- 10. SPONSORS:** Bimbo Bakeries, Fort Worth, TX 76134; Pepsi-Cola Co., Purchase, NY 10577.
- 11. PROMOTIONAL PARTICIPANT:** The Coca-Cola Company and its bottlers, Atlanta, GA 30313.
- 12. SWEEPSTAKES PARTNER:** SUPERVALU INC., 250 E. Parkcenter Blvd., Boise, ID 83706.
- 13. ADMINISTRATOR OF THE SWEEPSTAKES:** Sports Profiles Plus, Skokie, IL 60076.

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