

BLOODCENTER OF WISCONSIN

RUN YOUR ROUTE CHALLENGE

OFFICIAL RULES

No purchase necessary, void where prohibited.

1. **Challenge Description.** BloodCenter of Wisconsin – Run Your Route Challenge begins on December 1, 2011 and ends on January 15, 2012. The Sponsor of this Challenge is BloodCenter of Wisconsin, Inc. (“BCW”). The Challenge shall be subject to these official rules (the “Rules”), and by entering, all participants agree to be bound by the terms and conditions herein and by all decisions of BCW which are final and legally binding in all matters relating to this Challenge. In the event that there is a discrepancy or inconsistency between disclosures or other statements contained in any Challenge materials (including, without limitation, advertisements) and these Rules, the terms in these Rules shall prevail, govern and control. BCW reserves the right to alter or terminate this Challenge at its sole discretion in the event of extreme, unexpected or unusual circumstances. Entry constitutes acceptance of all Rules.
2. **Eligibility.** The Challenge is open to: (1) individuals who visit a designated BloodCenter of Wisconsin donor center location listed in Section 3 between December 1, 2011 and January 15, 2012 and attempt to donate blood. BloodCenter of Wisconsin employees and their family members and friends are eligible to participate. This Challenge is open to legal U.S. residents only.
3. **How To Enter.** Donors who visit a BloodCenter of Wisconsin donor center between December 1, 2011 and January 15, 2012 and attempt to donate blood will be automatically entered into the Challenge. The donor center that reaches its target donation goal and brings in the largest increase in donors will become the host of a special recognition party with special guest Green Bay Packer Jermichael Finley.
4. **Prize.** One grand prize will be awarded. The grand prize consists of a special recognition party hosted by the donor center for donor center employees and donors who attempted to donate at that donor center in which Jermichael Finley will be present. The location and date of the recognition party will be determined by BCW and will be held in 2012.
5. **Winner Selection and Notification.** The grand prize winning donor center will be selected if the particular donor center has reached or exceeded its specialized goal determined by donor base size, which will occur on or about January 20, 2012 at BloodCenter of Wisconsin, 638 N. 18th Street, Milwaukee, WI 53201-2178. Location of the party where Jermichael Finley will attend will be reasonably selected by BloodCenter of Wisconsin. Donors who attempted to donate at the winning donor center will be contacted by BCW.
6. **Announcement of Winner.** To obtain an announcement of the winning donor center (available on or about January 20, 2012) or a copy of the Official Rules, send a request including a self-addressed, stamped envelope to BloodCenter of Wisconsin, Inc., Attn: Marketing, 638 North 18th Street, Milwaukee, Wisconsin, 53201-2178. Requests must be received by February 1, 2012. The winner’s name may be announced via the BloodCenter of Wisconsin Website.
7. **BCW.** BloodCenter of Wisconsin, 638 N. 18th Street, Milwaukee, WI 53201-2178.

