

A CHANCE FOR KIDS® PROMOTION 2011 • OFFICIAL RULES • NO PURCHASE OR CONTRIBUTION NECESSARY TO PARTICIPATE

1. ELIGIBILITY: The "A Chance for Kids®" Promotion (the "Promotion") will take place in participating stores in the following states (the "Territory"): BURGER KING® restaurants in MA, RI, NH, VT, ME, CT, NY, NJ, PA, and OH; OLYMPIA SPORTS stores in MA, RI, ME, VT, NH, CT, NY, and PA; and WALGREENS stores in MA, RI, ME, VT, and NH. The Promotion is open to legal residents of the United States who are 18 years of age or older at the time of participation. Employees of Dana-Farber Cancer Institute, Inc., its advertising and promotion agencies, Promotion Card suppliers, prize suppliers, Burger King Corporation, Olympia Sports, and Walgreen Co., and any other individual or company involved in the development or execution of the Promotion, and their immediate family members and/or those living in the same household of each are not eligible to participate in the Promotion. Purchase or acceptance of a product does not improve participants' chances of winning. NO PURCHASE OR CONTRIBUTION NECESSARY. The Promotion is subject to all applicable federal, state, and local laws and regulations. VOID WHERE PROHIBITED BY LAW.

2. SPONSOR: The Promotion is sponsored by Dana-Farber Cancer Institute, Inc., d/b/a the Jimmy Fund, 10 Brookline Place West, Brookline, MA, 02445-7226 ("DFCI" or "Sponsor").

3. AGREEMENT TO OFFICIAL RULES: By participating in the Promotion, participant warrants that he/she is eligible to participate and fully and unconditionally agrees to and accepts these Official Rules. Receipt of a prize is contingent upon fulfilling all requirements set forth herein in a timely manner.

4. PROMOTION PERIOD: The Promotion will be conducted in all participating BURGER KING® restaurants and WALGREENS stores in the Territory from July 25, 2011, to September 5, 2011; and in all participating OLYMPIA SPORTS stores in the Territory from September 6, 2011, to October 10, 2011; or while Promotion Card supplies last, whichever occurs first.

5. HOW TO PARTICIPATE: No purchase or contribution is necessary to participate in the Promotion. There are two (2) ways to participate in the Promotion:

A) IN PARTICIPATING BURGER KING® RESTAURANTS, OLYMPIA SPORTS STORES, AND WALGREENS STORES: During the Promotion Period, and while supplies last, when you contribute One Dollar (\$1.00) to the Jimmy Fund at any participating BURGER KING® restaurants, OLYMPIA SPORTS stores, or WALGREENS stores in the Territory, you will receive one (1) Promotion Card in appreciation for your contribution.

B) BY MAIL: To obtain a Promotion Card without purchase or contribution (available while supplies last), mail a self-addressed, stamped envelope (at least 4" x 7") via First Class Mail to: A Chance For Kids®, The Jimmy Fund, 10 Brookline Place West, Brookline, MA 02445-7226. Mail-in requests must be postmarked on or before October 10, 2011, and received no later than October 19, 2011. LIMIT: one (1) request per envelope, mailed separately. If an envelope contains more than one (1) request, only one (1) Promotion Card will be sent. Proof of sending requests will not be deemed proof of receipt by DFCI. No mechanical or other reproductions of the Promotion Cards will be accepted. Vermont residents may omit return postage. Once you have obtained a Promotion Card: Rub off the silver area on the Promotion Card to reveal which prize you have won. You are eligible to claim the prize specified, subject to verification. To claim a prize, see Rule 7. The Jimmy Fund will ultimately receive 100% of the proceeds from all contributions received in connection with the Promotion.

6. AVAILABLE PRIZES, APPROXIMATE RETAIL VALUES ("ARV") & APPROXIMATE ODDS OF WINNING ("Odds"): Odds are based on available Promotion Cards being distributed. The number of prizes available in each category is listed in parentheses (""). Unclaimed/unredeemed prizes will not be awarded. NO CASH SUBSTITUTIONS. PRIZES ARE NOT FOR RESALE.

GRAND PRIZE (1): Six (6)-day, five (5)-night stay at The Fairmont Southampton resort in Bermuda, sponsored by TNT Vacations. Complimentary five (5)-night stay for two (2) people, valid from October 10, 2011, to October 10, 2012; subject to hotel availability and black-out dates, excludes the months of May and June, reservations required. No cash value, no substitutions. Prize letter and gift certificate must be presented to the front desk at check-in. Taxes, gratuities, resort levy, and any other incidentals are not included and are to be paid upon departure. Airfare for this prize package will be provided by American Airlines®. The Grand Prize must be redeemed by September 10, 2012. Hotel stay must be completed on or before October 10, 2012. ARV \$2,999.00, Odds 1:1,525,000. See **Travel Restrictions and ***Airline Ticket Restrictions below for additional rules and limitations.

FIRST PRIZE (1): Six (6)-day, five (5)-night stay at The Fairmont Southampton resort in Bermuda, sponsored by TNT Vacations. Complimentary five (5)-night stay for two people, valid from November 1, 2011, to November 1, 2012; subject to hotel availability and black-out dates, excludes the months of May and June, reservations required. No cash value, no substitutions. Prize letter and gift certificate must be presented to the front desk at check-in. Taxes, gratuities, resort levy, and any other incidentals are not included and are to be paid upon departure. Airfare for this prize package will be provided by American Airlines®. First Prize must be redeemed by October 1, 2012. Hotel stay must be completed on or before November 1, 2012. ARV \$2,999.00, Odds 1:1,525,000. See **Travel Restrictions and ***Airline Ticket Restrictions below for additional rules and limitations. (See Section 7 for redemption information).

SECOND PRIZE (1): Two (2) American Airlines Round Trip Tickets (airline tickets only) from and to any major gateway city in the continental United States, Caribbean, Bahamas, Bermuda, Canada, or Mexico location to which American Airlines flies. ARV \$953.40, Odds 1:1,525,000. See ***Airline Ticket Restrictions below for additional rules and limitations. (See Section 7 for redemption information).

THIRD PRIZE (35): Four (4) admission tickets to Six Flags® New England in Agawam, MA. ARV \$167.96 (ea 4-pack), Odds 1:43,571. Tickets must be redeemed during the 2011 calendar year. (See Section 7 for redemption information).

FOURTH PRIZE (44): Four (4) admission tickets to Hersheypark in Hershey, PA. ARV \$215.80 (ea 4-pack), Odds 1:34,659. Tickets must be redeemed during the 2011 and/or 2012 summer public operating seasons. (See Section 7 for redemption information).

FIFTH PRIZE (62): Four (4) admission tickets to a 2012 Major League Lacrosse (MLL) game. ARV \$80.00 (ea 4-pack), Odds 1:24,596. Tickets must be redeemed during the 2012 MLL season. (See Section 7 for redemption information).

SIXTH PRIZE (66): Two (2) admission passes to Water Country® water park in Portsmouth, NH. ARV \$75.98 (ea pair), Odds 1:23,106. Tickets must be redeemed during the 2011 and/or 2012 summer public operating seasons. (See Section 7 for redemption information).

FOR REDEMPTION OF PRIZES SEVEN-THIRTEEN, SEE SECTION 7

SEVENTH PRIZE (2,000): Five dollars (\$5.00) off next purchase of at least five dollars (\$5.00) worth of merchandise at Olympia Sports; one-time use only. ARV \$5.00 (ea.), Odds 1:763.

EIGHTH PRIZE (100,000): Ten dollars (\$10.00) off purchase of fifty dollars (\$50.00) or more at Olympia Sports; one-time use only. ARV \$10.00 (ea.), Odds 1:15.

NINTH PRIZE (221,000): Five dollars (\$5.00) off next purchase of twenty-five dollars (\$25.00) or more at Walgreens. Maximum five dollar (\$5.00) Value. One coupon per customer. Promotion Card must be presented at time of purchase. If total purchase amount is less than twenty-five dollars (\$25.00), Promotion Card will not be accepted. Purchase amount of twenty-five dollars (\$25.00) or more is calculated before taxes and after all other Walgreens coupons and discounts are applied. Tax charged on pre-coupon price where required. This offer excludes mandatory prescription co-pays, prescriptions, membership fees, transportation passes, charitable contributions, stamps, clearance items, phone or other gift cards, dairy, tobacco, and liquor products. Walgreens will not honor any facsimile, photocopy, or any other reproductions of this Promotion Card and this Promotion Card is not transferable. Offer not valid in Arkansas. No cash back. Void where prohibited by law. ARV \$5.00 (ea.), Odds 1:7.

TENTH PRIZE (1,000): Free fourteen-ounce (14 oz.) Garelick Farms Milk at Walgreens. ARV \$1.50, Odds 1:1,525.

ELEVENTH PRIZE (1,000): Free 5x7 photo enlargement at Walgreens ARV \$1.69, Odds 1:1,525.

TWELFTH PRIZE (1,000): Free six-ounce (6 oz.) Good Humor Giant Vanilla Ice Cream Sandwich at Walgreens. ARV \$1.50, Odds 1:1,525.

THIRTEENTH PRIZE (1,000): Free one-and-seven-eighths-ounce (1 7/8 oz.) Frito Lay Chips at Walgreens. ARV \$1.50, Odds 1:1,525.

FOOD PRIZES FROM BURGER KING®: (479,116) Free Value French Fry, ARV \$1.00, Odds 1:3; (479,116) Free Value Coke®, ARV \$1.00, Odds 1:3; (119,779) Free WHOPPER JR.® Sandwich, ARV \$1.00, Odds 1:13; (119,779) Free Side Salad, ARV \$1.00, Odds 1:13.

PRIZES/OFFERS CONSIST ONLY OF THOSE ITEMS SPECIFICALLY LISTED AS PART OF THE PRIZE/OFFER AS DESCRIBED ON THE PROMOTION CARD AND IN THESE PROMOTION OFFICIAL RULES.

****Travel Restrictions:** All meals, gratuities, transfers, taxes, and other expenses not specified herein are the sole responsibility of the winner and his/her travel companion. The winner's travel companion must be 18 years of age or older, or if the companion is a minor, the winner must be such minor's parent or legal guardian and must sign and return a liability/publicity release prior to ticketing of prize. Winner and his/her travel companion must travel on the same itinerary and possess all required travel documents and identification (including, without limitation, visas, and a valid passport, if applicable). "Black out" dates and holiday restrictions may apply. No cash alternative or prize substitutions will be allowed except that Prize Sponsor reserves the right to substitute a prize of comparable or greater value (or at Prize Sponsor's election, the cash value of the applicable prize) in the event a stated prize is unavailable, in whole or in part, for any reason. In the event a trip winner or his or her guest, during the trip, engages in behavior that (as determined by Prize Sponsor in Prize Sponsor's sole discretion) is obnoxious, threatening, illegal, or that is intended to annoy, abuse, threaten, or harass any other person, Prize Sponsor reserves the right to terminate the trip early, in whole or in part, and send the winner and/or his or her guest home with no further compensation.

*****Airline Ticket Restrictions:** Actual value of the trip varies based on point of departure. All meals, accommodations,

gratuities, transfers, taxes (including without limitation, government taxes, Passenger Facility Charge, and 9/11 Security Fee) and other expenses not specified herein are the sole responsibility of the winner and his/her travel companion. The winner's travel companion must be 18 years of age or older, or if the companion is a minor, the winner must be such minor's parent or legal guardian and must sign and return a liability/publicity release prior to ticketing of prize. Winner and his or her travel companion must travel on the same itinerary and possess all required travel documents and identification (including, without limitation, visas and a valid passport, if applicable). The airlines tickets are subject to availability and must be redeemed by November 12, 2011. "Black out" dates may apply. No cash alternative or prize substitutions will be allowed except that Sponsor reserves the right to substitute a prize of comparable or greater value (or at Sponsor's election, the cash value of the applicable prize) in the event a stated prize is unavailable, in whole or in part, for any reason. The travel is subject to availability and confirmation of reservations. Sponsor reserves the right to structure the travel route in its sole discretion. Changes not permitted after ticket issue. The tickets are non-refundable, non-assignable, and non-transferable and are not valid for upgrades and/or frequent flyer miles. All tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes. In the event a trip winner or his or her guest, during the trip, engages in behavior that (as determined by Sponsor in Sponsor's sole discretion) is obnoxious, threatening, illegal, or that is intended to annoy, abuse, threaten, or harass any other person, Sponsor reserves the right to terminate the trip early, in whole or in part, and send the winner and/or his or her guest home with no further compensation.

7. TO CLAIM THE GRAND, FIRST, SECOND, THIRD, FOURTH, FIFTH, OR SIXTH PRIZES: Include in an envelope the winning original Promotion Card and a separate sheet of paper with your name, complete address including zip code (no P.O. or A.P.O./F.P.O. boxes), day and evening telephone numbers, date of birth, and signature, all printed in ink. After you have made a copy of the Promotion Card for your records, send these materials via Registered Mail, Return Receipt Requested to:

A CHANCE FOR KIDS® Prize Redemption, c/o THE JIMMY FUND, 10 BROOKLINE PLACE WEST, BROOKLINE, MA 02445-7226. These materials must be received by November 12, 2011. Limit one claim per envelope. Employees of BURGER KING® restaurants, OLYMPIA SPORTS stores, and WALGREENS stores are not authorized to verify or fulfill the potential winning grand, first, second, third, fourth, fifth, or sixth prizes.

TO CLAIM ALL OLYMPIA SPORTS PRIZES: Bring the winning Promotion Card to any OLYMPIA SPORTS store. OLYMPIA SPORTS prizes must be redeemed by November 1, 2011.

TO CLAIM ALL WALGREENS PRIZES: Bring the winning Promotion Card to any participating WALGREENS store in the Territory. WALGREENS prizes must be redeemed by November 1, 2011.

TO CLAIM ALL BURGER KING PRIZES: Bring the winning Promotion Card to any participating BURGER KING® restaurant in the Territory. Food prizes may not be redeemed at the visit at which you receive the Promotion Card. Submit the Promotion Card to the cashier before placing your order. Food prizes must be claimed by November 1, 2011, and may not be combined with any other offer. Limit one food prize claim per person per visit. Any applicable sales tax is the responsibility of the Promotion Card holder. **All visits to the same BURGER KING® restaurant within two (2) hours constitutes a single visit. Food prizes may be redeemed only during the hours the food item is served.**

8. REQUIREMENTS OF POTENTIAL WINNERS: Prize winner shall be solely responsible for all federal, state, and/or local taxes, and the reporting consequences thereof, for any other service charges, delivery, processing and handling fees, and any other fees or costs associated with the applicable prize. Each potential prize winner may be required to complete, execute and return an Affidavit of Eligibility and Liability/Prize Acceptance Forms and where legally permissible, a Publicity Release within five (5) days of attempted notification. Forms will be sent via express delivery and a prepaid air bill will be provided. Non-compliance with this time period may result in disqualification. Return of any prize or Prize Acceptance Forms (and related documents) as undeliverable will result in disqualification.

9. VERIFICATION: All claims for prizes are subject to verification by the Sponsor, and each respective prize supplier and/or its agents or representatives, whose decisions are final, binding and conclusive on all matters. Promotion Cards are INVALID AND WILL BE REJECTED if they are tampered with in any way, if any part is counterfeited or reproduced, if obtained where the Promotion is prohibited, or if obtained outside of authorized channels. Promotion Cards may be rejected if they are damaged, illegible, mutilated or if they contain any printing, production, and typographical, mechanical, or other errors. All Promotion Cards and other materials submitted to DFCI become the sole property of DFCI and will not be returned. In the event of printing or other error or irregular Promotion Cards, DFCI, its promotion, fulfillment, advertising, and judging agents and agencies shall not have any liability relating thereto. If, due to printing, production, or other error, more winning Promotion Cards are distributed or more prizes/offers are claimed than are intended to be awarded for any prize/offer level per Rule 6, the intended prizes/offers will be awarded in a random drawing from among all verified prize claims received for that prize/offer level. In no event will DFCI be obligated to award more than the stated number of prizes/offers per Rule 6.

10. PUBLICITY: Except where prohibited, participation in the Promotion constitutes participant's consent to DFCI and prize suppliers' use of the participant's name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further notice, payment, or consideration.

11. GENERAL CONDITIONS: DFCI reserves the right to cancel, suspend, and/or modify the Promotion if any fraud or other problem corrupts the administration, security, or proper transmission of the Promotion, as determined by DFCI in its sole discretion. DFCI reserves the right in its sole discretion to disqualify any individual or entity it finds or believes to be tampering with the Promotion Cards or the operation of the Promotion, or to be acting in violation of these Official Rules. Any attempt by any person to undermine the legitimate operation of the Promotion may be in violation of criminal and civil law, and, should such an attempt be made, DFCI reserves the right to seek damages from any such person to the fullest extent permitted by law. If any potential winner is found to be ineligible, or has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected at DFCI's discretion. DFCI's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern.

12. RELEASE: By participating in the Promotion, participant releases DFCI, Burger King Corporation, Olympia Sports, and Walgreen Co., their respective advertising and promotion agencies, Promotion Card suppliers, prize suppliers, and any other individual or company involved in the development or execution of the Promotion, and any of their respective parent companies, subsidiaries, affiliates, franchisees, directors, officers, employees, and agencies (collectively, the "Released Parties") from any liability whatsoever, and waives any and all causes of action, related to any claims, costs, injuries, losses, or damage of any kind arising out of or in connection with the Promotion or delivery, mis-delivery, acceptance, possession, use or misuse of, or inability to use any prize (including without limitation, claims, costs, injuries, losses, and damages related to personal injury, death, damage to, or destruction of, property, rights of publicity or privacy, defamation, or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. By participating in the Promotion, participant acknowledges and agrees that the Released Parties have not made any warranty, representation or guarantee, express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose.

13. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for any: (a) unauthorized human intervention in any part of the Promotion; (b) printing errors; (c) errors which may occur in the administration of the Promotion or the processing of prize claims; (d) late, lost, illegible, or misdirected entries or Affidavit-Releases; or (e) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt, use, or misuse of any prize.

14. DISPUTES: Except where prohibited, participant agrees that: (a) any and all disputes, claims, and causes of action arising out of, or connected with, the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Commonwealth of Massachusetts and all issues and questions concerning construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations of participants, the Sponsor, or the prize suppliers in connection with the Promotion shall be governed by and construed in accordance with the internal laws of the Commonwealth of Massachusetts; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Promotion, but in no event attorneys' fees; and (c) participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

15. OFFICIAL RULES AND PROMOTION RESULTS: These Official Rules are available on www.jimmyfund.org/ack-rules and at participating outlets within the Territory. You may also obtain a copy of these Official Rules and a list of the Grand, First, Second, Third, or Fourth prize winners after December 11, 2011, but prior to May 10, 2012, by sending a self-addressed, stamped envelope to A Chance for Kids® Winner's List, c/o the Jimmy Fund, 10 Brookline Place West, Brookline, MA 02445-7226. Vermont residents may omit return postage for Rules request.

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