

June  
2013



EQUINE COLIC  
AWARENESS MONTH

CRUSADE AGAINST  
EQUINE COLIC

## **EQUINE COLIC AWARENESS MONTH “SUBMIT YOUR STORY” PROMOTION**

### **OFFICIAL PROGRAM TERMS**

Revised May 30, 2013

The Equine Colic Awareness Month “Submit Your Story” promotion (the “Promotion”), is a sweepstakes. One winner will be selected from all eligible entries. **NO PURCHASE NECESSARY.** To enter, you must: (a) be a U.S. citizen residing in the Continental United States; (b) be 18 years of age or older at the time of entering the Promotion and (c) not be considered a minor in your state of residence. The Promotion is void where prohibited by law and is open to residents of the Continental United States only. The Promotion is subject to applicable federal and state laws.

Employees of Freedom Health LLC (the “Sponsor”) and its affiliated companies, parents, subsidiaries and advertising and promotion agencies, and their IRS dependents, immediate families (i.e. parents, children, siblings, spouse) and members of their households (whether related or not) are ineligible to participate in this Promotion. Employees of any retail, wholesale or related business actively selling SUCCEED are not eligible to enter.

**Consult a veterinarian before beginning your horse on any diet, feed or supplement program.**

### **HOW TO ENTER AND PARTICIPATE IN THE PROMOTION:**

#### ***OFFICIAL PROMOTION ENTRY SUBMISSION***

To enter, eligible contestants must register for the Promotion at <http://www.coliccrusade.com>, and submit an official entry between June 1 and June 30, 2013. Official entries must be **SUBMITTED** no later than midnight on June 30, 2013, for consideration. **Only One (1) official entry per person is allowed.**

#### ***HOW TO WIN***

Submit your colic story, describing your experience with a horse that colicked. Entries must be type-written and must be between 50 and 500 words in length. One winner will be selected randomly from the eligible entries. Winner will be notified by no later than July 8, 2013. The odds of winning depend on the number of eligible entries received or credited.

Winner will be notified by mail, e-mail, phone, or in person. Incomplete registration may render the contestant disqualified. Freedom Health LLC is not responsible for lost, damaged, or incomplete entries. Winning entry decision is final.

## **PRIZES**

Sponsor reserves the right to substitute prize for a prize of equal or greater value. Prize is nontransferable and subject to availability. All prize values are estimated and the actual prize value at the time prize is awarded may be higher or lower than the estimate contained in these rules.

### **The Selected Eligible Winner will receive:**

One SUCCEED Challenge Registration for free, including the Winner's choice of one of the following SUCCEED Challenge program packs:

#### *SUCCEED Challenge Oral Paste Program Pack*

- Two (2) cartons of SUCCEED Digestive Conditioning Program Oral Paste, each containing 30 oral syringes
- One (1) ten-pack starter kit containing 10 oral syringes of SUCCEED Oral Paste
- Literature pack with information on the SUCCEED Challenge program
- Free shipping
- Access to SUCCEED Challenge website as a registered user, to complete the SUCCEED Challenge 60-day program.

The estimated fair market value of the "Oral Paste Program Pack" is: **\$209.95**

OR:

#### *SUCCEED Challenge Granules Program Pack*

- One (1) cartons of SUCCEED Digestive Conditioning Program Oral Paste containing 30 oral syringes
- One (1) 30-day sized tub of SUCCEED Digestive Conditioning Program granules containing 30 servings
- One (1) ten-pack starter kit containing 10 oral syringes of SUCCEED Oral Paste
- Literature pack with information on the SUCCEED Challenge program
- Free shipping
- Access to SUCCEED Challenge website as a registered user, to complete the SUCCEED Challenge 60-day program.

The estimated fair market value of the "Granules Program Pack" is: **\$199.95**

## **PLUS**

Your colic story, with your name, will be posted on the [www.coliccrusade.com](http://www.coliccrusade.com) website, Facebook page, and Twitter account.

## **GENERAL**

Freedom Health, LLC, reserves the right to amend the rules or change prizes. Winner may receive an IRS 1099 in 2014 for tax year 2013. Winners are solely responsible for paying any applicable federal, state or local taxes. Participation in this Promotion grants Freedom Health

LLC the irrevocable license to use the name, testimonial, and any other information of the participant and the horse, related to the participation in the Promotion for promotional and advertising purposes. All information and materials submitted become sole and exclusive property of Freedom Health LLC. Participants in the Promotion agree that their relationship is independent of Freedom Health LLC, SUCCEED and the SUCCEED Challenge.

Winners will be required to complete an affidavit of eligibility, liability release (where legal) and publicity release, which must be returned within the time specified by Sponsor. If documents are not returned in a timely manner, are returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, winner will be disqualified. All taxes on prizes and expenses relating to acceptance and use of prizes and not specified are the sole responsibility of winners. Sponsor may prohibit an entrant from participating in the Promotion or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Promotion by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants, Sponsor, or Sponsor's affiliates, vendors, suppliers, distributors, or retailers. If for any reason this Promotion is not able to be conducted as planned, including, but not limited to, by reason of tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion and randomly draw from those entries received up to the cancellation/suspension date. SPONSOR DOES NOT MAKE ANY REPRESENTATION OR WARRANTY WITH RESPECT TO THE PRIZES, AND HEREBY DISCLAIMS ANY AND ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE WITH RESPECT TO THE PRIZES.

Sponsor is not responsible for lost, late, misdirected, undeliverable, illegible, or incomplete entries, whether due to system errors or failures, faulty transmissions or other telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, human error, or any combination thereof. Reasons for disqualification include (but are not limited to): incomplete entries, missing or improper photos, multiple entries, ineligible participant, missing Promotion deadlines, lost entries, or invalid contact information.

### ***RESTRICTION OF MONEY BACK GUARANTEE***

Winner of the Promotion is eligible to receive the SUCCEED Challenge program pack and registration for free. As such, the winner is not eligible for the Money Back Guarantee offer associated with the SUCCEED Challenge.

### ***NO LIABILITY***

All participants assume all risks associated with participating in the SUCCEED Challenge and corresponding Promotion. Participants and their trainers agree to release and hold harmless Freedom Health, LLC, its officers, directors, employees and agents, and all judges, of any and all liability from loss, risk, damage, or injury that may occur from participating in the SUCCEED Challenge. Participants agree to indemnify Freedom Health, LLC, and the SUCCEED

Challenge, their officers, directors, employees, agents, and all judges (collectively “Freedom Health”) for all legal costs, including attorneys’ fees, in the event that Freedom Health is named in, or threatened to be named in, any lawsuit, arbitration, mediation, or other legal or equitable action arising from their participation in the Promotion.

### ***CHOICE OF LAW AND VENUE***

Except where prohibited, entrants agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this promotion, or any prize awarded, or the determination of the winner, shall be resolved individually, without resorting to any form of class action, , and (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this promotion but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without regard for conflicts of law doctrine, and all proceedings shall take place in Rock County in the State of Wisconsin.

### ***WINNER LIST***

For the name of the winner of this Promotion, mail a self-addressed, stamped envelope to be received by July 31, 2013, to: Freedom Health, LLC “Equine Colic Awareness Month Contest Winner”, 65 Aurora Industrial Parkway, Aurora, OH, 44202. Winner will also be posted on the SUCCEED website(s) at [www.succeed-equine.com](http://www.succeed-equine.com) and/or [www.coliccrusade.com](http://www.coliccrusade.com)