

## Whole Foods Market®

### “Whole Kids Foundation – A Year of Egg’s from Vital Farms Giveaway”

#### Official Rules

**Dates:** This Promotion begins at **8:00 a.m. Central Time (CT)** on **11/27/18** and ends at **10:00 p.m. CT** on **12/31/18** (the “Promotion Period”).

**Eligibility:** Entrants must be legal US residents, 18 years of age or older to participate. Officers and employees of Whole Foods Market (the “Sponsor”), and their respective, affiliated companies, vendors, advertising/promotion companies, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee (collectively, the Promotion Entities”), are not eligible to win.

**To Enter:** There are two (2) ways to enter:

1. **Donation:** Customers who donate a recommended minimum of \$25 to the Whole Kids Foundation\* will be provided one (1) entry form to complete and deposit in the Entry Box provided.
2. **Alternate Means of Entry:** Customers may pick up an entry form at Customer Service (with no donation required) to complete and deposit in the Entry Box provided.

**All entries will have an equal chance of winning.** Sponsor is not responsible for late, lost, destroyed or misdirected entries.

**Drawing:** On/about **01/02/19** one (1) winner will be randomly-selected by a representative of the Sponsor, from among all eligible entries received. Winner will receive one (1) year of eggs from Vital Farms (to be awarded in the form of 52 complimentary egg coupons ), having an Approximate Retail Value (ARV) of \$350. Odds of winning will depend on the total number of eligible entries received.

**Prize Conditions:** Winner will be contacted by phone and/or e-mail, will have 3 days within which to claim their prize, or an alternate winner will be selected, at the sole discretion of the Sponsor. No substitution, exchange or cash alternative of prize is offered. Entry constitutes permission for Sponsor to use the name, photograph and likeness of the winner in-store and online for promotional purposes, where allowable, without further compensation. All taxes on prize, if applicable, are the sole responsibility of the winner. All federal, state and local rules and regulations apply. By participating in this promotion, entrants agree to “hold harmless” the Sponsor and agents affiliated with this promotion for any and all damages that may result from acceptance of the prize offered, and/or participation in the promotion. Entrants further agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects.

**Void where prohibited.**

**\*100% of the money raised from this effort will be donated to the not-for-profit Whole Kids Foundation.**