



American Girl® For Goodness, Bake! Sweepstakes

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. MANY WILL ENTER, FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ENTRY OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA and CANADA (OTHER THAN THE PROVINCE OF QUEBEC) WHO ARE AT LEAST EIGHTEEN (18) YEARS OF AGE (OR THE AGE OF MAJORITY IN THEIR RESPECTIVE JURISDICTION OF RESIDENCE), WHICHEVER IS GREATER, AS OF DATE OF ENTRY. THE SWEEPSTAKES IS VOID IN QUEBEC, PUERTO RICO, OTHER U.S. TERRITORIES AND POSSESSIONS, AND WHEREVER PROHIBITED OR RESTRICTED BY LAW.

1) SWEEPSTAKES CALENDAR AND TIMING: The American Girl For Goodness, Bake! Sweepstakes (the "Sweepstakes") starts January 1, 2015 at 12:00:00 am Central Standard Time ("CST") and ends October 31, 2015 at 11:59:59 pm Central Daylight Time (CDT) (the "Sweepstakes Period"). Forty one (41) winners will be randomly selected from among all eligible entrants on or about November 11, 2015. All entry submissions must be received by October 31, 2015 at 11:59:59 pm CDT. Limit one (1) entry per person/email address for the entire Sweepstakes Period.

2) ELIGIBILITY: Entry open only to legal residents of the 50 United States, The District of Columbia and Canada (those living in the Province of Quebec are not eligible to participate) who are at least 18 years of age or older (or the age of majority in their respective jurisdiction of residence), whichever is greater, as of date of entry. Officers, directors, employees, (and members of their household or immediate family, i.e. parents, children, spouse, siblings, grandparents, the "steps" of each and persons residing in such immediate family members' household) and persons with whom they are domiciled of Sponsor (American Girl Brands, LLC), Share Our Strength, Administrator, their respective parent, related, affiliated and subsidiary companies, their advertising, promotion and web design agencies, all other entities involved in the creation, administration, or fulfillment of the Sweepstakes and their respective successors and assigns (collectively, "Promotion Entities") are not eligible to enter. The Sweepstakes is void in Puerto Rico, other U.S. territories and possessions, Province of Quebec, and wherever prohibited or restricted by law.

3) HOW TO ENTER: To enter the Sweepstakes, visit nokidhungry.org/americangirl during the Sweepstakes Period and complete the online entry form. No fundraising or donations are required to enter the Sweepstakes. Entrants will be required to provide certain registration information consisting of entrant's first and complete last name (no initials), valid email address, valid phone number, valid mailing address and date of birth (collectively, an "Entry"). As part of the Sweepstakes entry process, entrants will be required to indicate that they have read, accept, and agree to be bound by these Official Rules, including that they are at least eighteen (18) years of age or age of majority, whichever is greater. In the event of a dispute over the identity of any potential winner, the Entry will be declared made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to provide



identification sufficient to show that he/she is the authorized account holder of such email address. "Authorized account holder" is defined as the natural person who is assigned an email address by an internet access provider, online service provider or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address. Sponsor is not responsible for any changes in entrant's email address, phone number or postal address. Proof of submission does not constitute proof of delivery or entry. All Entries become the property of Sponsor and will not be returned to entrant or acknowledged. Each Entry submission must be manually key stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of Entries (including but not limited to entries made using any script, macro, bot, or sweepstakes service) will be disqualified and transmissions from these or related email or IP addresses may be blocked or disqualified.

4) PRIZE DRAWING AND NOTIFICATION: Administrator will contact each potential winner during or around the week of November 11, 2015 by email and/or phone number that was provided on the Entry Form so they can be notified that they are a potential winner (subject to verification and skill-testing question if applicable) and how to claim their prize. Odds of winning a prize depends on the total number of eligible entries received. Drawing will be conducted by Administrator whose decisions are final and binding in all matters relating to this Sweepstakes. To claim the prize, winners (A) must meet all eligibility requirements, (B) may be required to provide proof of identity, address and birth date, and (C) may be required to execute and return winner documents (as applicable), including an affidavit/declaration of eligibility and a liability and publicity release. Each winner must respond to the winner notification within five (5) business days or the Prize will be relinquished and an alternate winner may be selected. If a winner fails to respond to the winner notification within the 5 day period, fails to complete the requirements set forth herein, fails to correctly answer the skill-testing question if a Canadian or is otherwise found to be ineligible, or if a winner notification is returned as undeliverable, the Sponsor, at its discretion, may select an alternate winner. Failure to complete and return any required documents within fourteen (14) days may also result in disqualification and forfeiture of prize. Potential winners are subject to eligibility verification and compliance with these Official Rules.

Special Requirements Applicable to Winners Who Are Canadian Residents: As a condition of claiming and receiving the Prize, each winner who is a Canadian resident must correctly answer, within two (2) minutes, without assistance, a mathematical skill testing question administered by phone or email.

5) PRIZES: (41) There will be a total of 41 winners. There will be one (1) Grand Prize winner who will receive (1) Grace™ Doll & Paperback Book, one (1) Grace's French Bakery, (1) Grace's Bistro Set, one (1) Grace's Baking Outfit, (1) one Grace Thomas's Tee for Girls, one (1) Grace Thomas's Skirt for Girls, one (1) Grace Thomas's Pretty Beret for Girls and one (1) Grace Thomas's Polka-Dot Apron for Girls (Approximate Retail Value ("ARV"): \$863 USD/\$969.97 CDN), Five (5) First Prize winners will each receive one (1) Grace™ Doll & Paperback Book (ARV of each: \$120 USD/\$134.87 CDN., Ten (10) Second Prize winners will each receive one (1) Grace's Bracelet and one (1) *Grace* Paperback Book (ARV of each: \$70 USD/\$78.68 CDN. and (25) Third Prize winners will each receive one (1) Grace Thomas's Puppy Tee for Girls, one (1) Dots & Bows Phone Wristlet for Girls and one (1) *Grace* paperback book (ARV of each: \$60 USD/\$67.44 CDN. (Total ARV of all prizes: \$3,663 USD/\$4117.03 CDN). No prize



substitutions or cash redemptions allowed except that Sponsor reserves the right to substitute a prize of equal or greater value for any reason. Prize is not transferable. By accepting a prize, the winner acknowledges compliance with these Official Rules. Limit one (1) prize per household. All federal, provincial, state, or other tax liabilities arising from acceptance of the prize in this Sweepstakes are the sole responsibility of the winner, where applicable. If the Grand Prize winner is a United States resident, he or she will receive an IRS 1099 form for the value of the prize. In the event the winner of the grand prize is a Canadian resident, taxes may be withheld by the Sponsor

6) CONDUCT: By entering, except where restricted by law, entrants agree that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules; participant's rights and obligations; or the rights and obligations of Sponsor in connection with the Sweepstakes; shall be governed by, and construed in accordance with, the laws of the State of Wisconsin without giving effect to any choice of law or conflict of law rules, and entrants consent to the jurisdiction and venue of the federal, state, and local courts located in Dane County, Wisconsin. By entering this Sweepstakes, entrants agree to abide by and be bound by these Official Rules and the decisions of judges that shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, in its sole discretion, to disqualify any individual: (a) suspected of tampering with the entry process or the operation of the Sweepstakes; (b) acting in any manner deemed by Sponsor to be in violation of these Official Rules; or (c) acting in any manner deemed by Sponsor to be unsportsmanlike, disruptive, and/or with intent to annoy, abuse, threaten, or harass any other person. **CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

7) LIMITATIONS OF LIABILITY: Promotion Entities assume no responsibility or liability for: (a) any incorrect or inaccurate entry information, or for any faulty, failed, delayed, garbled, or jumbled electronic data transmissions which are human or technical in nature; (b) any unauthorized access to, or theft, destruction, or alteration of Entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation, or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers, or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the internet, phone lines or any combination thereof, or; (e) any injury or damage to entrant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes or download any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, then Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes, in whole or in part. Should this Sweepstakes be terminated, Sponsor reserves the right to select the potential winners



in a random drawing from among all eligible, non-suspect Entries received as of the date/action requiring such termination.

8) RELEASES: All entrants, as a condition of entry into the Sweepstakes, agree to release, discharge, and hold harmless Promotion Entities, and their respective parents, subsidiaries, affiliates, divisions, distributors, suppliers, printers, application developers, distributors, and advertising, promotional or judging agencies, and all of their respective officers, directors, employees, representatives, and agents (collectively, the "Released Parties") from and against any and all liability, claims, costs, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with accessing the website; submitting an entry or otherwise participating in any aspect of the Sweepstakes; the receipt, ownership, or use or misuse of any prize awarded; or any typographical or other error in these Official Rules or the announcement or offering of any prize. Except for residents of Tennessee and where prohibited by law, winner grants to Sponsor the right to print, publish, broadcast, and use worldwide in any media now known or hereinafter known and without limitation the winner's name, state/province/territory of residence, voice, statement, picture, or other likeness, without additional compensation, for public relations, advertising, and promotional purposes as may be determined by Sponsor. Except where prohibited by law, as a condition of entering, entrant (a) hereby waives all rights to claim punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses; (b) agrees that all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (c) agrees that any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

9) WINNERS' LIST: For the names of the prize winners or a complete set of Official Rules, send a self-addressed, stamped #10 envelope to *American Girl For Goodness, Bake!* Sweepstakes P.O. Box 620497, Middleton, WI 53562-0497. All such requests must be received by November 30, 2015. Canadian residents may omit return postage.

10) PRIVACY POLICY: The information you provide will be used as provided in Sponsor's Privacy Statement located at nokidhungry.org/american girl. If you are selected as a winner your information may also be included on a publicly-available winners list. For Canadian residents selected as winner(s), personal information will only be used in the administration of the content, in accordance with our privacy policy unless winner(s) otherwise agree.

11) SPONSOR: American Girl Brands, LLC, 8400 Fairway Place, Middleton, WI 53562.



ABBREVIATED OFFICIAL RULES American Girl® For Goodness, Bake! Sweepstakes

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