

# #ColostrumIsGold Prize draw rules

1. Between 1 and 28 February 2019 inclusive, tweeting via Twitter or posting a message of support from the [www.colostrumisgold.org](http://www.colostrumisgold.org) website using the hashtag #ColostrumIsGold, will automatically enter the person posting or 'owning' that account into a prize draw to win one of a number of prizes kindly donated by organisations in the farming industry. The prizes are:
  - 1 x Udderly EZ ewe colostrum hand milker (RRP £170) – kindly donated by Udderly EZ
  - 1 x Store&Thaw Colostrum management kit worth (RRP £148) – kindly donated by Pyon products [www.pyonproducts.com](http://www.pyonproducts.com)
  - 3 x places on an Animal Medicines Best Practice training course (RRP £71 each – winner selects option for beef, dairy, pig or sheep), developed by NOAH and run by Lantra – kindly donated by ABP Food Group ([www.abpfoodgroup.com](http://www.abpfoodgroup.com)), Royal Association of British Dairy Farmers ([www.rabdf.co.uk](http://www.rabdf.co.uk)) and NOAH [www.noah.co.uk/farmer-training](http://www.noah.co.uk/farmer-training) (three separate prizes, one place per winner, includes course only and not travel or accommodation)
  - 1 x Colostrum Refractometer (RRP £25) – kindly donated by Pyon products [www.pyonproducts.com](http://www.pyonproducts.com)
  - 10 x 10% off vouchers for either the Store&Thaw management kit (RRP £148) or the Thawing Tank with Heater stirrer unit (RRP £925) – kindly donated by Pyon products [www.pyonproducts.com](http://www.pyonproducts.com) (10 separate prizes)
2. The winners will be drawn at random via a random number generator; no skill is required.
3. The 16 names drawn will be contacted by Wednesday 13 March via the Twitter or email address provided, will be able to select their choice of prize on a first-come back, first-served basis. No cash alternatives are available.
4. Any winner drawn is entitled to decline and in this situation, their prize will be redrawn.
5. It is the Tweeter/poster's responsibility to ensure their contact details are correct and their account is monitored. If a winner is contacted and does not respond by Friday 22 March, their prize will be redrawn.
6. To be eligible to be offered a prize, if drawn, the following conditions must be fulfilled:
  - the person posting/account holder must be a UK resident aged over 18 years or over on 1 February 2019 (this will be checked once names have been drawn).
  - the post is judged to be truthful and accurate, and does not contain any harmful, offensive or political content.
  - the post has material content supporting the spirit of the campaign as described on [www.colostrumisgold.org](http://www.colostrumisgold.org) – for example promoting good practice in farm animal colostrum management, giving advice, dispensing tips, reporting experiences, pledging support or a change of practice, or showing good colostrum management of some description in action.
  - the main purpose of the post is not the direct promotion of a commercial product or service. NOTE: commercial product manufacturers, marketers, or distributors can participate provided the post primarily includes non-commercial content of value or interest to the audience, and any commercial content is judged to be secondary.
  - the person posting/account holder is not an employee or officeholder of RUMA or a member of their family.
7. To take up their prize, winners must agree to provide their full contact details so that the prize provider can be notified and can contact them direct to arrange delivery/uptake of the prize.
8. Participants are deemed to have accepted and agreed to be bound by these terms and conditions upon entry.

9. Each unique post or Tweet counts as a new entry hence multiple entries can be received from the same person or account and drawn as separate entries, provided the content in each is original and not a repetition in fact or essence of a previous post or tweet. In these cases where content is repeated or rephrased, the first tweet or post will be the eligible one which is entered. Retweets or reposts of others' content is invited but is not eligible for entry.
10. RUMA reserves the right to hold void, cancel, suspend, or amend the promotion where it becomes necessary to do so.
11. Insofar as is permitted by law, RUMA, its agents or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the prize except where it is caused by the negligence of RUMA, its agents or distributors or that of their employees. Your statutory rights are not affected.
12. Winners' names and county may be published on the RUMA website and winners may be asked to participate in publicity, although this is not a requirement of the prize being offered. Promoter: The Responsible Use of Medicines in Agriculture (RUMA) Alliance.
13. RUMA reserves the right to refuse to award the prize to anyone in breach of these terms and conditions.

Any queries about this prize draw should be submitted via email to RUMA communications officer Amy Jackson via [amy@oxdale.co.uk](mailto:amy@oxdale.co.uk)

With thanks to:



Food Group

