

OFFICIAL RULES
Los Angeles Lakers / Anthem Blue Cross
“Fit for Life Trivia Challenge” Contest

NO PURCHASE NECESSARY TO ENTER OR WIN ANY PRIZE. CONTEST VOID WHERE PROHIBITED.

1. **Contest:** The Los Angeles Lakers, Inc. and WellPoint, Inc. d/b/a Anthem Blue Cross (herein collectively referred to as “Sponsors” and individually as “Lakers” and “Anthem”, respectively) are conducting a “Fit for Life Trivia Challenge” contest (the “Contest”), as more particularly described in these Official Rules. Sponsors are looking for participants who are employed as a teacher or principal of an elementary or middle school within the County of Los Angeles (the “Participant”) to register their school to compete in the Contest for the opportunity to secure a spot in the Lakers “Fit for Life Health Fair” event by completing an online entry form (“Entry Form”) on www.lakers.com. Additionally, if the Participant would like his or her school to have an opportunity for a School Visit, the participant must submit responses to the three (3) optional essay questions found on the Entry Form (a) explaining the school’s nutrition and fitness goals and how it plans to achieve these goals (b) how the school will ensure that students maintain some of the gains they achieved through its wellness initiatives and (c) describing what obstacles, if any, has the school faced in implementing programs and how will it overcome these obstacles (the “Essay Responses”). The Essay Responses must be created by the Participant submitting the entry. Odds of winning are dependant upon the number of entries received.
2. **To Enter:** Registration for the Contest is from 12:00 pm PT on January 11, 2012 through 5:00 pm PT on February 15, 2012 (“Closing Date”). To enter, Participant must complete the required information on the Entry Form, located on the Lakers website at www.lakers.com. The Participant will have until 5:00 pm PT on March 30, 2012 to submit the Essay Responses. The Participant can obtain a printable version of the three essay questions from the Lakers website at www.lakers.com and submit the completed Essay Responses to the Los Angeles Lakers, 2151 Grand Avenue, El Segundo, CA 90245, Attn: “Fit for Life Trivia Challenge.” Only Entry Forms that are complete, meet all the requirements specified in these Official Rules and are received by the Lakers on or before the Closing Date will be considered valid (“Valid Entry”). Only one Valid Entry per school is allowed for the Contest, and in the event of submission of multiple Entry Forms by a school, only the Entry Form that is submitted first will be considered the Valid Entry from such school. Multiple Essay Responses will be accepted from each participating school.
3. **Eligibility:** Only Valid Entries and Essay Responses submitted by a Participant will be considered. Children of employees and immediate family members of Sponsors, the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, owners, employees and agents and those residing in the households of such individuals are ineligible.
4. **Selection Process:** The participating schools in the Contest will be encouraged to take health related quizzes online at www.lakers.com from 12:00 pm PT on January 30, 2012 through 5:00 pm PT on March 30, 2012 to accrue points for the opportunity to attend the Lakers “Fit for Life Health Fair”. Each question answered correctly in the Contest generates one point for the Participant’s school. Additionally, the Lakers will review all Essay Responses and determine, in its sole and absolute judgment, which school would best benefit from the Lakers’ visit.

5. **Prize:**

- (a) The top twenty (20) schools that accrue the most points in the “Fit for Life Trivia Challenge” will receive the following:
- (1) A spot for fifteen (15) students and two (2) faculty members, selected by the winning schools to attend the Lakers “Fit for Life Health Fair” event with Lakers’ players and members of the Laker Girls dance squad to discuss with the students and faculty the importance of eating healthy and staying active. The date, time and location of the visit and the selection of Lakers’ players and members of the Laker Girls dance squad who attend the "Fit for Life Health Fair" event will be determined by the Lakers, in its sole and absolute discretion. Anthem Blue Cross will provide each winning school with up to \$500 for travel arrangements to the Lakers “Fit for Life Health Fair” event. Participating students will be selected by the school and must come from third (3rd) through eighth (8th) grades. In the event of a tie for the 20th and final spot at the “Fit for Life Health Fair,” the school that registered for the Contest first will receive the final spot.
 - (2) Additionally, the one (1) school that accrues the most points in the “Fit for Life Trivia Challenge” will receive a sports equipment certificate (approximate retail value: \$1,500.00). In the event of a tie, the school that registered for the Contest first will receive the sports equipment certificate.
- (b) Based on the Essay Responses submitted, the Lakers will determine, in its sole and absolute discretion, which one (1) school would best benefit from a Lakers’ visit to its school. That one (1) school will receive the following:
- (1) A sports equipment certificate (approximate retail value: \$1,500.00).
 - (2) A one-hour visit by Lakers’ players and members of the Laker Girls dance squad to discuss with the students and faculty the importance of eating healthy and staying active. The date and time of the visit and the selection of Lakers’ players and members of the Laker Girls dance squad who attend will be determined by Lakers in its sole and absolute discretion. Additionally, the number of students, faculty and other school guests who will be entitled to attend the visit will be determined by Lakers, in its sole and absolute discretion.”

No responsibility is assumed by the Sponsors for cancelled, delayed, suspended or rescheduled Prize elements.

6. **Prize Notification:** Each winning school will be notified by phone, at the number provided on the Entry Form, on or before April 5, 2012, 4:00 PM, PT. The winning schools will have three (3) business days from notification of winning to notify the Lakers that the school accepts the Prize and is willing and available to participate in all elements of the Prize. Within five (5) days of the date of notification of the Prize acceptance, the Principal or Vice Principal of the winning school will be required to sign and return the Prize Affidavit and Release Agreement and any other documents required or requested by Sponsors to claim the Prize. Failure to respond within three (3) business days of receipt of the Prize notification or failure to return the signed Prize Affidavit, Release Agreement and any other documents required or requested by Sponsors within the time

specified above will result in a forfeiture of the Prize, which may then be awarded to an alternate winner selected from the remaining Valid Entries at the sole and absolute discretion of Sponsors.

7. **Prize Restrictions:** The Prize is non-transferable, and must be accepted as awarded, with no substitutions of any kind, whether in cash or otherwise. Sponsors reserve the right to substitute a prize, or any portion thereof, with a prize of equal or greater value, as determined by Sponsors in their sole discretion, if a prize cannot be awarded as described herein for any reason.

8. **Additional Terms:** By participating, Participant agrees a) to abide by these Official Rules, and the decisions regarding eligibility, selection of winner, and any other elements of this promotion and the contest, which shall be made by the Sponsors in their sole and absolute discretion and whose decisions shall be considered final and binding; b) to release, discharge and hold harmless Sponsors, the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, owners, employees and agents from all liability claims, damages and causes of action (however named or described) with respect to or arising out of any losses or injuries to the person, including death, or property, or both, of any person, including, without limitation, any one or more of the Participants which may result, be sustained, or be received by Participants, as a result of either (i) Participant's participation in the promotion and contest or (ii) the receipt, use or misuse of any Prize. Sponsors are not responsible for lost, late, misdirected, damaged incomplete or illegible entries, which shall be void, or for entries that are not processed according to these Official Rules. Sponsors reserve the right to amend or terminate this promotion and contest if in the sole and absolute discretion of Sponsors any factor interferes with its proper conduct as contemplated by these Official Rules. In consideration for being awarded a Prize, each winning school hereby agrees and consents, without further authorization, compensation or remuneration of any kind, to the use of such winning school's name, photographs of such winning school and/or its likeness in any and all advertising, promotions and other publicity conducted by Anthem Blue Cross, The Los Angeles Lakers, Inc. and/or the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective parents, subsidiaries and affiliates.

9. **Official Winners List:** Winners' names will be posted on the Los Angeles Lakers website (www.lakers.com) from April 15, 2012 to May 15, 2012.

Customer service inquires may be made at [Contact Us](#).