1. To participate, individuals

a. must retweet the pinned image on Alberta Milk’s Twitter profile, and

b. be a Canadian resident.

2. For every retweet of this pinned image,

a. Alberta Milk will donate 2 servings of milk to the Edmonton Food Bank (value $1.40), up to a maximum value of $5,000, and

b. Alberta Milk will donate 1 month of milk for 2 individuals (value $42) to the Edmonton Food Bank, up to a maximum value of $1,000, for every goal the Oilers score in round 2 of the 2017 Stanley Cup playoffs (the “Retweet Campaign”).

3. The Retweet Campaign begins on April 26, 2017 and ends at the conclusion of the final game the Oilers play in round 2 of the 2017 Stanley Cup playoffs.

4. Alberta Milk will make all donations for the Retweet Campaign to the Edmonton Food Bank. If the Edmonton Food Bank requests a financial donation in lieu of milk, the Edmonton Food Bank must put the donation towards the purchase of dairy product or fluid milk.