

- 1 DRINK PURE LIFE®
- 2 COLLECT LABELS
- 3 EARN HEALTHY REWARDS FOR YOUR SCHOOL



## Nestlé® Pure Life® *Go Play!* Fact Sheet About *Go Play!*

- *Go Play!* is a rewards program that helps accredited schools in the United States with any grades from K-8 earn points that can be redeemed toward fitness and sports gear, or transportation cost assistance toward hands-on educational field trips, just for collecting labels from bottles of Nestlé® Pure Life® bottled water products. It was created by Nestlé Waters North America for its Nestlé Pure Life water brand.
- *Go Play!* encourages healthy play and healthy hydration for kids. *Go Play!*'s mission is to encourage learning through activity by getting kids up off the couch and getting them to play.
- The *Go Play!* Web site is located at [goplaylabels.com](http://goplaylabels.com).

### How does it work?

- Any accredited school in the United States with any grades from K-8 can join the *Go Play!* movement by registering for the *Go Play!* program at [goplaylabels.com](http://goplaylabels.com). All schools must be registered by March 31, 2008, to participate in *Go Play!*
- Each registered school will receive a *Go Play!* kit which includes:
  - o Introductory letter with full program details
  - o Label collection boxes with prepaid return mailing labels
  - o School posters
- To earn *Go Play!* points, families and community members remove labels from Nestlé Pure Life bottles and drop them in *Go Play!* collection boxes at participating schools.
- Each label is worth two *Go Play!* points and each school has the opportunity to earn up to 1 million *Go Play!* points -- valued at \$10,000 in rewards. Points are generated for the bottle labels only, not for the outer packaging.
- School leaders mail official *Go Play!* collection box(es) filled with Nestlé Pure Life labels to an independent judging agency for tallying. All collection boxes must be postmarked by May 31, 2008 and received by June 9, 2008 to qualify.
- Nestlé Pure Life will notify schools of their total earned *Go Play!* points and redemption information. Schools have until October 1, 2008 to redeem their *Go Play!* points toward rewards from the designated *Go Play!* reward partners.



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### When can we participate?

- Nestlé Pure Life *Go Play!* launches September 1, 2007 and ends May 31, 2008.
- To participate in the *Go Play!* program, accredited U.S. schools with any grade from K-8 must register by March 31, 2008.
- *Go Play!* collection boxes from each school must be returned and post-marked by May 31, 2008 and received by June 9, 2008.

### Who are the reward partners? What can my school get with *Go Play!* points?

- *Go Play!* points can be used toward indoor and outdoor sports gear from America's Athletic Source, LLC and toward transportation costs for educational field trip experiences from The Field Trip Factory.
  - o America's Athletic Source, LLC, [americasathletic.com](http://americasathletic.com), is a direct supplier of sporting good products such as basketballs, soccer and playground products.
  - o Field Trip Factory develops and manages experience-based, hands-on educational programs that bring learning to life and help turn communities into classrooms. Their field trips meet learning standards, are free to educators, and offer children valuable lifeskill lessons in real-life environments by reinforcing classroom lessons on a wide range of topics. *Go Play!* points can be used toward transportation costs for these field trips. For more information about the field trips, please visit [fieldtripfactory.com](http://fieldtripfactory.com) or call (800) 987-6409. Field trips are not available in Hawaii.

### About Nestlé Pure Life:

- Nestlé Pure Life is a brand of leading bottled water manufacturer, Nestlé Waters North America, based in Greenwich, Conn.
- Nestlé Pure Life offers a number of healthy hydration options for families. Nestlé Pure Life

Purified Water goes through a multi-step filtration process and is enhanced with a unique blend of minerals for great taste. Nestlé Pure Life Natural Fruit Flavored Water Beverage takes the goodness of pure, refreshing water and adds the essence of natural fruit. It is a delicious way to refresh your taste buds without the guilt of calories or carbs.

