



PHOTO AND VIDEO RELEASE FORM

Mid-Atlantic Dairy Association, Pennsylvania Dairy Promotion Program and the Center for Dairy Excellence are sponsoring the Fuel Up to Play – the Dairy Way promotion in which your child's school is participating. As part of the promotion, your child's teacher or a representative from his/her school may submit photos and/or videos of your child to Mid-Atlantic Dairy Association, Pennsylvania Dairy Promotion Program and the Center for Dairy Excellence.

Your child's image, name, work product and school may be revealed through the promotion. Additionally your child's work and/or photograph may be published on Mid-Atlantic Dairy Association's and/or the Center for Dairy Excellence's websites and for internal and external promotion of Mid-Atlantic Dairy Association, Pennsylvania Dairy Promotion Program and the Center for Dairy Excellence. Neither students nor parents will be paid or compensated by Mid-Atlantic Dairy Association, Pennsylvania Dairy Promotion Program, the Center for Dairy Excellence or any person/entity in any way for use of the student's name, image, voice, likeness or commentary. Authorization grants Mid-Atlantic Dairy Association, Pennsylvania Dairy Promotion Program and the Center for Dairy Excellence rights to use of the material in any and all media in perpetuity. You waive any right to inspect or approve the photographs or video or other matter.

Please check the appropriate box below and have your child return this form to school.

I grant permission for photo/video reproduction of my child to be used by Mid-Atlantic Dairy Association, Pennsylvania Dairy Promotion Program and/or the Center for Dairy Excellence in their print and electronic publications, in the news media, on their websites and/or in any other media.

I **do not** grant permission for reproduction of child's likeness in any form.

Student's Name _____

School _____

Parent/Guardian Signature _____

Parent/Guardian Name _____