

On Our Minds @Scholastic: Original Interpretation of READ EVERY DAY. LEAD A BETTER LIFE. contest

Official Rules:

1) NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. How to enter: Participants must create their own original interpretation of Scholastic Inc.'s ("Sponsor") global literacy campaign slogan, Read Every Day. Lead a Better Life. Original interpretation can include, but is not limited to, the slogan itself. Other than use of the slogan, entries cannot include use of Sponsor or other branded properties (e.g., characters, trademarks, logos, etc.).

2) Submit your entry as a .jpg by emailing onourminds@scholastic.com by 11:59pm ET on Monday, June 6. Your file must be under 2MB.

3) The bloggers at On Our Minds @Scholastic will choose 10 entries on Tuesday, June 7 and post them for public voting on Wednesday, June 8. Voting will be open until 9:00am ET Monday, June 13.

4) Contestants may submit more than one entry. Sponsor assumes no responsibility for (a) lost, misdirected, damaged, stolen, postage-due, illegible, failed, incomplete, garbled, delayed or late entries or mail; (b) telephone, electronic, program, network, Internet, or computer delays, deletions, interruptions or other failures of any kind; or (c) any human error that may occur in the processing of any entry, nor are they responsible for any theft or destruction or unauthorized access to, or alteration of, entries, whether caused by the sender or any of the equipment or programming associated with or utilized in this Contest. Proof of online submission does not constitute proof of delivery. In the event of a dispute regarding the identity of a person submitting an entry form, the entry will not be considered. All entries (and rights in the winning entry) become the property of Sponsor and will not be returned.

5) Contest open to individuals who are legal residents of the U.S. age 18 and older. Only individual entries, no team entries permitted. Subject to all applicable federal, state and local laws. Contest is void where prohibited or restricted by law.

6) The ten finalists will be selected based on the following equally-weighted criteria: originality, creativity, reflection of the slogan, and representation of the Scholastic mission. Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entries that are inappropriate for any reason, including without limitation, for depicting or mentioning sex, drugs, alcohol and/or inappropriate language. Judging will start on 9am ET on June 8, 2011 and end on 9am ET on Monday, June 13, 2011. Furthermore, in the event Sponsor determines that none of the entries are satisfactory, Sponsor reserves the right to not use any of the entries or submit any entries for voting, in which event a winner will not be selected and the prize will not be awarded. Sponsor's decisions on all matters relating to this Contest are final and binding.

7) Grand Prize: One grand prize winner will win a deluxe, signed poster set containing 12 autographed posters created by children's illustrators: Norman Bridwell, Bruce Degen, Jon J Muth, David Shannon, Stephen Savage, Barbara McClintock, Sean Qualls, Mary GrandPre, Edwin Fotheringham, Mark Teague, Jeff Smith, and Raina Telgemeier and the winner will be featured on various websites, including, but not be limited to, websites owned or controlled by Sponsor. Approximate retail value of grand prize \$250. (The winner is responsible for payment of all federal, state or other tax liabilities (including income taxes) on any prize received.

8) Winner will be notified by Sponsor via phone or mail on or about June 15, 2011. Except where prohibited, acceptance of a prize shall constitute and signify a winner's consent to the use of his/her name, address (city and state only), likeness, age, voice and/or photograph for any lawful purpose in any media, including online, in perpetuity without further notice or compensation. Any person attempting to defraud or in any way tamper with this Contest will be ineligible for a prize.

9) Prize is non-transferable, not returnable, and cannot be sold or redeemed for cash. No prize substitution allowed except by Sponsor in case of unavailability. By accepting the prize, winner agrees that Sponsor, its officers, directors, agents, and employees (collectively, the "Related Entities") will have no liability or responsibility for any injuries, losses, or damages of any kind (collectively, the "Related Entities"), including but not limited to death, injuries, damages or losses to persons and property which may be sustained in connection with this Contest, the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity, or accepting, possessing, using or misusing any prize, and they will be held harmless against any claims of liability arising directly or indirectly from the prizes awarded. Sponsor is not responsible if any prize cannot be awarded or enjoyed due to travel cancellations, delays or interruption due to weather, natural disaster, acts of war or terrorism or similar causes. By entering, participant warrants that his/her entry is his/her original work, entrant is the sole and exclusive owner of the entry submitted, and that Sponsor's use of any entry submitted will not violate any rights of any other person or entity, including, without limitation, any copyright, trademark or patent rights. Participants further agree to indemnify and hold Sponsor and the Related Entities harmless from any claims arising from Sponsor's use of participants' submissions.

10) If the administration or integrity of the Contest is compromised or corrupted at any time, the Sponsor reserves the right to modify, suspend or cancel the Contest. Sponsor and the Related Entities shall not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from entering the Contest. By entering the Contest, entrants affirm that they have read and accepted these Official Rules. Any person attempting to defraud or in any way tamper with this Contest will be ineligible for prizes.

11) WINNERS' LIST. For the name and design of the Contest winner go to www.oomscholastic.com on or about June 15, 2011, or send a self-addressed stamped

envelope after June 8, 2011 and before August 1, 2011 to: Corporate Communications,
Scholastic Inc., 557 Broadway, New York, New York 10012.

Sponsor: Scholastic Inc., 557 Broadway, New York, NY 10012