



Plant Mash-Up! Contest

1. TO ENTER: To enter the BLOOM! Plant Mash-Up! Sweepstakes & Contest (the “Promotion”), students in grades 6–8 will create a hybrid plant that will benefit a challenge in their community and name the two plants they’re combining, identify the challenge, and illustrate the hybrid on the Official Entry Form available in the BLOOM! Plants to the Rescue! Teaching Guide and at the BLOOM! Plant Mash-Up! Sweepstakes/Contest website: scholastic.com/bloom/contest. Students’ written descriptions and illustrations must fit in the space provided on the form (no reverse side or additional attached sheets are allowed). The student’s Teacher, Youth Program Leader (defined below), or parent or legal guardian must upload the completed entry form at scholastic.com/bloom/contest or mail it to Plant Mash-Up! Contest, Scholastic Inc., Attn: Kaitlin Clark, 557 Broadway, New York, NY 10012. Incomplete entries will be considered ineligible. An entry must be received between 12:01 a.m. Eastern Time (“ET”) on January 13, 2020, and 11:59 p.m. ET on March 6, 2020 (for mail-in entries, they must be postmarked by March 6, 2020, and received by March 13, 2020) (the “Entry Period”).

2. ELIGIBILITY: The Promotion is open only to (i) students currently enrolled in grades 6–8 at a public school, an accredited private school, or a home school in the 50 United States (or the District of Columbia) which is in compliance with the laws and regulations of its state/district or are participants in an out-of-school time program in the 50 United States (or the District of Columbia) and who are residents of the 50 United States (or the District of Columbia). The students’ entries may only be submitted by a student’s Teacher, Youth Program Leader (defined as a counselor, teacher, or other leader in an out-of-school time program, such as the Girl Scouts, Boy Scouts, camp, FFA, 4-H, or Boys and Girls Clubs), or his/her parents or legal guardians. The individuals submitting the entries must be over 18 (19 in AL or NE) at the time of submission and residents of the 50 United States (or the District of Columbia). Employees of Scholastic, Seed Your Future and members of their immediate families (parents, children, siblings, spouse) or family members living

in the same household (whether related or not), their parents, subsidiaries, affiliates, and their advertising, promotion, and production agencies, manufacturers, or distributors of sweepstakes materials are not eligible to enter (collectively, “Sponsor and Promotion Parties”). Void where prohibited or restricted by law. Any person who attempts to defraud or tamper with the Promotion will be ineligible for prizes. A student may enter only once.

3. ENTRY: By submitting an entry, each student and the submitting individual agree Scholastic and Seed Your Future shall own the entry submitted (including all rights embodied therein in winning entries) and that it and its designees may exploit, edit, publish, use, adapt, modify, or dispose of any entry and elements embodied therein online, in print, film, television, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to or permission of the student and/or submitting individual except as prohibited by law. Sponsor and Promotion Parties reserve the right to disqualify any entry they deem to be offensive, inappropriate, not in keeping with their images, or not submitted in good faith, in their sole discretion. Odds of winning the sweepstakes part of the Promotion depend on the number of eligible entries received. Furthermore, an entry may not defame or invade publicity rights or the privacy rights of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third-party rights. Each submitting individual represents and warrants that he or she has the authority to grant the rights set forth here on behalf of any other person included in the entry. The student’s and submitting individual’s personally identifiable information submitted in connection with the entry shall be subject to Scholastic’s privacy policy found at scholastic.com/privacy.htm and the Seed Your Future privacy policy found at: WeAreBLOOM.org/privacy.

4. CONTEST WINNER DETERMINATION: At the end of the Entry Period, one (1) Grand Prize contest winner and one (1) Runner Up winner will be determined by

a panel of horticulturists and executives associated with Seed Your Future. These judges, in their sole discretion, will select one (1) winning Grand Prize entry and one (1) Runner Up from among the highest-scoring submissions from all submissions based on the following criteria (“Judging Criteria”):

- 1. Drawing (30 points):** How well does the drawing represent the hybrid? Does the drawing clearly include features from both original plants?
- 2. Description (40 points):** How well does the description explain the community challenge, the hybrid’s features, how the hybrid will address the identified challenge, and the two plant sources of the hybrid?
- 3. Creativity (30 points):** How creative is the selection of the community challenge, selection of the plant sources, and how the hybrid benefits the community?

Scholastic reserves the right to not award the Promotion portion of the prize if, in its sole discretion, there are not a sufficient number of qualified and eligible entries.

5. PRIZES: One (1) student will be selected in a random drawing from among all the eligible entries received (the “Sweepstakes Winner”). The Sweepstakes Winner will receive a \$100 credit to Shop.Scholastic.com for any items of their choice. The teacher (or other adult) who submitted the winning entry for the student will receive a \$500 gift card. Total combined prize value for the sweepstakes is \$600. Taxes on the prizes, if any, are the sole responsibility of the recipients of the prizes. Prizes are nontransferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute the Sweepstakes Prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Some restrictions may apply. All other expenses not specifically identified as included in the Prize are the sole responsibility of the Winner. The Sweepstakes Winner will be notified on or about March 23, 2020.

One (1) student will be selected by a panel of Seed Your Future judges from among all the eligible entries received as the Runner Up Contest Winner. The Runner Up Contest

BLOOM! Plant Mash-Up! Contest (cont')

Winner will receive a \$250 credit to Shop.Scholastic.com for any items of their choice. The Runner Up Contest Winner's teacher (or submitting adult) will receive a \$1,000 gift card. Total combined prize value for the Grand Prize is \$1,250. Taxes on the prizes, if any, are the sole responsibility of the recipients above. Prizes are nontransferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the Runner-Up Prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Some restrictions may apply. All other expenses not specifically identified as included in the Prize are the sole responsibility of the above recipients. The Runner Up Contest Winner will be notified on or about March 23, 2020.

One (1) student will be selected by a panel of Seed Your Future judges from among all the eligible entries received as the Grand Prize Contest Winner. The Grand Prize Contest Winner will receive a \$500 credit to Shop.Scholastic.com for any items of their choice. The Grand Prize Contest Winner's teacher (or submitting adult) will receive a \$1,500 gift card. Total combined prize value for the Grand Prize is \$2,000. Taxes on the prizes, if any, are the sole responsibility of the recipients above. Prizes are nontransferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the Grand Prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Some restrictions may apply. All other expenses not specifically identified as included in the Prize are the sole responsibility of the above recipients. The Grand Prize Contest Winners will be notified on or about March 23, 2020.

6. GENERAL: By entering, the students and the submitting individuals agree to release and hold harmless Sponsor and Promotion Parties, and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, prize suppliers, and all others associated with the development and execution of this Promotion, and the respective officers, directors, shareholders, agents, and employees of the foregoing (collectively, the "Released Parties") from any and all claims, injuries, damages,

or losses to the person or property and/or liabilities of any nature that in any way arise from participation in this Promotion or acceptance, use of the prize, participating in or traveling to or from any prize-related activity. The winners and prize recipients may each be required to sign and return an affidavit of eligibility and liability/publicity release within five (5) business days of notification attempt or an alternative winner may be selected. The Sponsor is not responsible for delays in receiving or responding to winner prize notifications and such winner may be disqualified at Sponsor's sole discretion. Prizes will only be executed in and delivered to addresses within the United States. By entering the Promotion and/or accepting a prize, the students, Teacher/ Youth Program Leader, and/or Parent/ Legal Guardian grants to Sponsor and Promotion Parties and their designees the right to use his or her name, likeness, hometown, biographical information, school or group name, and entry for any lawful purposes, including advertising, social media, and promotional purposes, in any and all media now or hereafter known throughout the world in perpetuity without further notice, permission, or compensation, except where prohibited by law. For the avoidance of doubt, by submitting an entry, the student and the individual submitting the entry grants permission for the entry to be reposted by Sponsor on its website and its pages on social media sites, Seed Your Future's website and social media sites, and otherwise used in accordance with the rights granted herein.

The Released Parties are not responsible for lost, late, postage-due, misdirected or undeliverable mail, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections; for lack of availability or accessibility, or miscommunications due to failed computer, satellite, telephone, or cable transmissions or lines; for technical failure or jumbled, scrambled, delayed, or misdirected transmissions; for computer hardware or software malfunctions, failures, or difficulties; or for any other computer, network, technical, typographical, human, or other error, problem, or malfunction related to or in connection with the Sweepstakes and Contest, including, without limitation, errors, problems,

or malfunctions that may occur in connection with the administration of the Promotion, the announcement of the prizes, the processing or judging of entries, or any Promotion-related materials. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion and assume no responsibility for any injury or damage to participants' or to any other persons' computers (whether hardware or software), relating to or resulting from downloading materials or software in connection with this Promotion.

If for any reason (including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the control of Scholastic, which corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Promotion) the Promotion is not capable of being conducted as described in these rules, Scholastic shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes and Contest.

7. WINNERS' LIST: For the names of the winners, send a self-addressed, stamped envelope before June 1, 2020 to: BLOOM! Plant Mash-Up! Contest, Scholastic Inc., Attn: Kaitlin Clark, 557 Broadway, New York, NY 10012.

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

For any questions or concerns regarding this Promotion, please contact kclark-consultant@scholastic.com