

2017 **DRIVE2LIFE** CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. Void where prohibited. A purchase will not increase the chances of winning. The DRIVE2LIFE CONTEST (“Contest”) starts on October 5, 2016, and ends on February 3, 2017. All entries must be postmarked by February 3, 2017, and received by February 17, 2017.

How to Enter: To enter the Contest, an individual student in grades 6–12 must create a storyboard or written script on 8.5 x 11-inch paper for a 30-second public service announcement (“PSA”) to help prevent distracted walking.

Only individual entries will be accepted—no group PSAs. No videos, discs, or digital submissions will be accepted.

Completed entries must be mailed to Drive2Life Contest, Scholastic Inc., Attention: C. Caulfield, 557 Broadway, New York, NY 10012. All entries must include a completed entry form that includes the student’s name, grade, and age; the title of the PSA; and the student’s school’s name, address, city, state, and zip code. Entries of participants under the age of 18 must be accompanied by parent’s or legal guardian’s signature of approval, as well as a parent/guardian’s name, phone number and/or email, address, city, state, and zip code. Entrants may download an entry form from scholastic.com/drive2life/form. Entries may only be submitted by mail (not email).

Each entry must be in keeping with Scholastic Inc.’s (“Scholastic”) and The National Road Safety Foundation’s (“NRSF”) images and may not be offensive or inappropriate, as determined by Scholastic and NRSF in their sole discretion. 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. Scholastic reserves the right to disqualify any entry it deems to be offensive, inappropriate, or not in keeping with Scholastic’s and NRSF’s images, in their sole discretion.

Eligibility: The Contest is open only to students who are currently enrolled in grades 6–12 in one of the 50 United States or the District of Columbia, who are legal residents of the United States, and who attend a public school, accredited private school, or home school (“Schools”) in compliance with the laws of its state. Employees of Scholastic and NRSF, and members of their immediate families living in the same household, their parents, subsidiaries, affiliates, and their advertising, promotion, and production agencies, are not eligible to enter.

All personal information collected from entrants, parents, guardians, and teachers will be retained in accordance with Scholastic’s records-retention policies for the Contest (all entries will be kept for one year following selection of the winner; all winning entries will be kept for up to three years). By submitting an entry in this Contest, the entrant understands and consents to the collection, maintenance, processing, and transfer of his or her information in and to the United States and other countries and territories, and to NRSF. The entrant acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with United States federal or applicable state law.

The entries will be provided to both NRSF and Scholastic, and will be subject to their respective privacy policies, which can be found, respectively, at the following links: nrsf.org/terms and scholastic.com/privacy.htm.

Scholastic and NRSF are not responsible for late, lost, stolen, inaccurate, garbled, damaged, illegible, undelivered, delayed, misdirected, or postage-due entries or mail, or for any computer, network, technical, typographical, human, or other error, problem, or malfunction related to or in connection with the Contest.

Entries: By submitting an entry, each entrant agrees NRSF shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom 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 entrant, except as prohibited by law.

Judging Criteria: Entries will be judged on the following criteria:

1. Originality and creativity [30 points] (Is the PSA unique and creative?)
2. PSA concept [30 points] (Does the PSA clearly and accurately address the contest topic—preventing distracted walking? Are the message and concept effective?)
3. Clarity of message [30 points] (Is the idea communicated clearly? Is the PSA well organized?)
4. Quality of writing [10 points] (Does the PSA reflect proper spelling and grammar?)

One (1) Grand Prize Winner will be chosen. In addition, two (2) Runners-up will be chosen from each of two grade groupings (grades 6–8 and grades 9–12), for a total of four (4) Runners-up (the Grand Prize Winner and the Runners-up, collectively the “Winners”).

Selection of Winners: Entries submitted will be judged by Scholastic and NRSF. The potential winners will be notified on or around March 10, 2017. Each entrant agrees to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Contest. Potential winners and the Grand Prize Winner’s travel companion (if applicable) will be required to sign and return an affidavit of eligibility and liability/publicity release within ten (10) business days of notification attempt or an alternative winner may be selected.

By entering and/or accepting a prize, each entrant and/or winner (including Teacher Winners as defined below) hereby releases and holds harmless Scholastic, NRSF, and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

Student and Teacher Prizes: The Grand Prize Winner will receive a cash prize of \$1,000 and a trip to New York City (accompanied by a parent or a legal guardian if under 18) to work with a director to turn his or her vision into a 30-second PSA.

The trip will include:

- 2 nights at a New York City hotel, including taxes (Approximate Retail Value [ARV]: \$450)
- Airfare for student (and guardian if winner is under 18) (ARV: \$1,200)
- Meals and beverages at the hotel, including taxes and gratuities (ARV: \$200)
- Ground transportation to and from the airport and to and from PSA filming events, including gratuities (ARV: \$100)

ARV of Grand Prize shall not exceed \$2,950.

The PSA will be filmed during the month of April 2017. Completion of the PSA will be in April 2017 in advance of Global Youth Traffic Safety Month in May 2017. The Grand Prize Winner will provide any and all reasonable assistance to NRSF and/or Scholastic in connection with the filming of the PSA. The Grand Prize Winner's filming experience and the final PSA will be featured on the nationally broadcast TV show *Teen Kids News*. The video of the PSA may be posted on NRSF's and Scholastic's websites.

The Grand Prize Winner will also be featured in three Scholastic classroom magazines (*Choices*, *Junior Scholastic*, and *Upfront*) in issue dates (to be determined) that will run after April 2017. This prize is contingent upon the Grand Prize Winner providing reasonable assistance to the Scholastic magazine editors in terms of any necessary information to include in the magazine (including any photos requested by the magazine). Content for these features is up to the sole discretion of the Scholastic classroom magazine editorial staff.

Four (4) Runners-up will also be chosen, two in grades 6-8 and two in grades 9-12. Each Runner-up will receive a cash prize of \$500.

ARV of all student prizes shall not exceed \$4,950.

The teacher of the Grand Prize Winner and the teachers of the four Runners-up ("Teacher Winners") will receive a one-year classroom subscription each (up to 30 student editions and one teacher's guide) for the academic year 2017-2018 to one of the following secondary Scholastic magazines: *Scholastic Scope*, *Scholastic Action*, *Junior Scholastic*, *The New York Times Upfront*, *Scholastic Math*, *Science World*, *Choices*, or *Scholastic Art* (ARV for each classroom subscription: \$247.50-\$299.70). For purposes of the Contest, the Teacher Winner is defined as the teacher listed on the Student Contest entry form.

No cash substitutions for prizes. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by the Sponsor's sole discretion. Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

Trip Restrictions: The actual value of the trip may vary based on the point of departure and dates of travel. The Grand Prize Winner is solely responsible for all trip expenses not specified herein as being awarded, including, without limitation, flight changes and trip incidentals (e.g., souvenirs) beyond what has been specified above under "Student and Teacher Prizes." Travel must be made through the Sponsor, on a carrier of Sponsor's choice. The Grand Prize Winner and his/her travel companion (if applicable) will be required to provide valid government-issued photographic ID and/or other required travel documents at time of travel. The Grand Prize Winner, and his/her travel companion (if applicable), must be available to travel between April 1, 2017, and April 15, 2017. Certain travel restrictions may apply. If the Grand Prize Winner lives within a 100-mile radius of New York City, round-trip ground or train transportation selected by Sponsor may be substituted for round-trip airfare. If the Grand Prize Winner is unable to travel to New York City during the time frame provided, in NRSF's sole discretion and option it may send a film crew to the Grand Prize Winner's location to film the PSA (time frame: April 1, 2017, to April 15, 2017). If NRSF sends a film crew, the Grand Prize Winner will forfeit the entire trip portion of the Grand Prize. If NRSF decides it will not send a film crew to the Grand Prize Winner's location, the Grand Prize Winner will forfeit the entire Grand Prize and an alternate winner will be selected.

General: By entering, each entrant agrees to abide by these Official Rules and warrants and represents that his/her entries are his/her original work. Further, each entrant and Teacher Winner grants to Scholastic and NRSF the right to use his/her name, information provided, images, and likeness in any media now or hereafter known for advertising, promotion, and/or other purposes throughout the world without additional compensation or notification to, or permission of, the entrant, except as prohibited. If Scholastic and/or NRSF discover at any time, during or after the Contest, that an entry contained infringing material, the entrant who submitted the entry will be immediately disqualified and will be obligated, along with the respective Teacher Winner, to immediately return any and all prizes that may have been awarded to him/her in connection with his/her entry.

In the event the Contest is compromised by nonauthorized human intervention, viruses, bugs, or other causes beyond the control of the Sponsor that corrupt or impair the administration, security, fairness, or proper play of the Contest, the Sponsor reserves the right in its sole discretion to modify, suspend, or terminate the Contest or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Contest, and is at its sole discretion to award the prizes from among all eligible non-suspect entries received prior to termination using the judging procedures outlined above.

Winners List: For the names of the Winners, send a self-addressed stamped envelope after April 1, 2017, and before June 1, 2017, to Drive2Life Winners List, Scholastic Inc., Attention: C. Caulfield, 557 Broadway, New York, NY 10012.

Sponsor: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022.

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

For questions, please email ccaufield@scholastic.com.