

### Contest Topic: **Help Promote Seat Belt Safety**

**TO ENTER** Students 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) about the importance of all passengers wearing a seat belt.

Judging criteria: **1) originality and creativity (10 points); 2) effective PSA concept (10 points); 3) clarity of message (10 points); and 4) quality of writing (5 points)**

**Only individual entries will be accepted. NO GROUP ENTRIES. No videos or discs. Teachers may mail entries in one envelope for the class or upload entries at [scholastic.com/drive2life](http://scholastic.com/drive2life).**

**MAIL ENTRY (WITH COMPLETED FORM STAPLED TO IT) TO:**  
Drive2Life Contest  
Scholastic Inc.  
Attention: SNP, 3rd Fl.  
557 Broadway  
New York, NY 10012

**All entries must be postmarked by FEBRUARY 4, 2020, and received by FEBRUARY 11, 2020.**

#### PRIZES

**One Grand Prize student winner:** \$1,000 plus a trip to NYC to film the PSA to be featured on *Teen Kids News*.  
**Four Runner-up student winners** (two from grades 6-8 and two from grades 9-12): \$500 each  
**Teacher of each winner:** A one-year subscription to a Scholastic magazine and \$100 Visa Gift Card

#### FOR STUDENTS **Print clearly and complete form in ink, not pencil.**

Student's Name: \_\_\_\_\_ Grade: \_\_\_\_\_ Age: \_\_\_\_\_

Title of Your PSA Entry: \_\_\_\_\_

School Name: \_\_\_\_\_ School Phone: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Parent's/Guardian's Name: \_\_\_\_\_

Parent's/Guardian's Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

By signing below, I represent that I am the parent/legal guardian of the above-named student and agree and consent to his/her entry and use of his/her name, likeness, and entry by Scholastic and/or The National Road Safety Foundation (NRSF) without further notice and/or compensation for any lawful purpose whatsoever, including advertising, promotional, public relations, or trade purposes.

Parent's/Guardian's Signature \_\_\_\_\_

#### FOR TEACHERS

Teacher's Name: \_\_\_\_\_ Subject(s) Taught: \_\_\_\_\_

Teacher's Email: \_\_\_\_\_ Phone: \_\_\_\_\_

By signing below, I represent that I am the teacher of the above-named student and agree to the use of my name and likeness by Scholastic and/or NRSF without further notice and/or compensation for any lawful purpose, including advertising, promotional, public relations, or trade purposes.

Check this box to be added to NRSF's mailing list for FREE traffic safety resources.

Teacher's Signature: \_\_\_\_\_

Information provided is subject to NRSF's and Scholastic's privacy policies, which can be found at [nrsf.org/terms](http://nrsf.org/terms) and [scholastic.com/privacy.htm](http://scholastic.com/privacy.htm).

NO PURCHASE NECESSARY. Void where prohibited. The Drive2Life Contest ("Contest") is open to students who are currently enrolled in grades 6-12 in one of the 50 United States or the District of Columbia, who are 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. To enter the Contest, each student must create a storyboard or written script on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") to help promote the importance of all passengers wearing a seat belt while in a vehicle. One entry per person. One Grand Prize student winner will receive \$1,000 plus a trip to New York City, where an Emmy-winning producer will transform his/her entry into a 30-second video (ARV: \$2,455). Four Runner-up student winners (two from grades 6-8 and two from grades 9-12) will receive \$500 each. (Total ARV of student prizes: \$5,455). Teachers of winning students will receive a Scholastic magazine subscription (ARV of each subscription: \$254.70-\$299.70) and a \$100 Visa Gift Card (ARV: \$100). Entry Period: 12:01 a.m. on October 29, 2019, to February 4, 2020, at 11:59 p.m. Mail entries must be postmarked by February 4, 2020, and received by February 11, 2020. See complete Official Rules at [scholastic.com/drive2life/rules](http://scholastic.com/drive2life/rules).



# 2020 DRIVE2LIFE CONTEST OFFICIAL RULES

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## NO PURCHASE NECESSARY. CONTEST SUBJECT TO THESE OFFICIAL RULES.

**1. TO ENTER:** NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. To enter **The Drive2Life Contest** (the "Contest"), an Eligible Student (as defined below) must create a storyboard or written script on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") to help promote the importance of seat belt safety for all passengers wearing a seat belt while in a car. Only individual entries will be accepted—NO GROUP ENTRIES. No videos or discs will be accepted. The student's teacher must download the entry form available at [scholastic.com/drive2life](http://scholastic.com/drive2life), between 12:01 a.m. Eastern Time ("ET") on October 29, 2019, and 11:59 p.m. ET on February 4, 2020. The Submitting Teacher may either submit the entry electronically on the contest website or through the mail to:

Drive2Life Contest  
Scholastic Inc.  
557 Broadway  
ATTN: SNP, 3rd Fl.  
New York, NY 10012

Online entries must be submitted by 11:59 p.m. ET on February 4, 2020, and mail-in entries must be postmarked by February 4, 2020, and received by February 11, 2020 (collectively, the "Entry Period").

**2. ELIGIBILITY:** The Contest is open only to individual students in grades 6–12 in a public school, an accredited private school, or a home school in the 50 United States (or District of Columbia), which is in compliance with the laws and regulations of its state/district and who are residents of the United States (an "Eligible Student"). **The Eligible Student's entry may only be submitted by a student's teacher (the "Submitting Teacher").** The Eligible Student's entry must include a completed entry form that includes the student's name, grade, and age; the title of the PSA; the student's school's name, address, city, state, zip code, and phone number; and the teacher's name, email, and phone number. Entries of participants under the age of 18 must be accompanied by a parent or legal guardian's signature of approval, as well as a parent or legal guardian's name, phone number, and email address. The Submitting Teacher must be over 18 (19 in AL or NE) at the time of submission and residents of the United States (or the District of Columbia). Employees of Scholastic Inc. ("Scholastic"), The National Road Safety Foundation ("NRSF") and their affiliates, 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, "Scholastic, NRSF, and Promotion Parties"). Void where prohibited or restricted by law. Any person who attempts to defraud or tamper with the Contest will be ineligible for prizes. Each Eligible Student may only enter once. The Submitting Teacher may only enter one submission per Eligible Student, but may submit entries for an unlimited number of Eligible Students.

**3. ENTRY:** By submitting an entry, each Submitting Teacher and Eligible Student 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, create derivative works from or dispose of any entry and elements embodied therein online, including names, addresses, and biographical information, 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 Submitting Teacher and Eligible Student, except as prohibited by law.

The Eligible Student or Submitting Teacher's personally identifiable information submitted in connection with his or her entry shall be subject to NRSF's and Scholastic's privacy policies, which can be found, respectively, at: [nrsf.org/terms](http://nrsf.org/terms) and [scholastic.com/privacy.htm](http://scholastic.com/privacy.htm).

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.

Each entry must be in keeping with Scholastic's and NRSF's 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.

**4. JUDGING CRITERIA:** All entries will be judged on the following criteria:

1. Originality and creativity [10 points] (Is the PSA unique and creative?)
2. PSA concept [10 points] (Does the PSA clearly and accurately address the contest topic—to help promote the importance of all passengers wearing a seat belt while in a car? Are the message and concept effective?)
3. Clarity of message [10 points] (Is the idea communicated clearly? Is the PSA well organized?)
4. Quality of writing [5 points] (Does the PSA reflect proper spelling and grammar?)

**5. SELECTION OF WINNERS:** 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”).

Entries submitted will be judged by Scholastic and NRSF. The potential winners will be notified on or around March 5, 2020. Each Submitting Teacher and Eligible Student 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 Submitting Teacher, Eligible Student, and/or Winners (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.

**6. PRIZES:** One (1) Grand Prize Winner will be chosen from among all eligible entries (“Grand Prize Winner”). 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 an Emmy Award-winning producer to turn his or her entry into a 30-second video.

The trip will include:

- A three (3) night stay at a New York City hotel, including taxes (Approximate Retail Value [ARV]: \$735)
- Airfare for the Grand Prize Winner (and one (1) Parent/Legal Guardian if Grand Prize Winner is under 18) (ARV: \$1,400)
- Three (3) mornings of breakfast for up to two (2) people at the hotel Upstairs restaurant only, including taxes and gratuities (ARV: \$180)
- Ground transportation to and from the airport and to and from PSA filming events, including gratuities (ARV: \$140)

ARV of Grand Prize shall not exceed \$3,455.

The PSA will be filmed during the month of April 2020. Completion of the PSA will be in April 2020 in advance of Global Youth Traffic Safety Month in May 2020. 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 and social media platforms.

**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, trip incidentals (e.g., souvenirs) and all meals except breakfast, beyond what has been specified above under “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, 2020, and April 15, 2020. 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, 2020, to April 15, 2020). 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.

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

Average Retail Value of all student prizes shall not exceed: \$5,455.

The teacher of the Grand Prize Winner and the teachers of the four (4) Runner-up Winners (“Teacher Winners”) will each receive a \$100 Visa Gift Card (ARV: \$100) and a one-year classroom subscription (up to 30 student editions and one teacher’s guide) for the academic year 2020–2021 to one (1) 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: \$254.70–\$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.

**7. GENERAL:** By entering, the Eligible Student and Submitting Teacher agree to release and hold harmless Scholastic, NRSF, 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 Contest, 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 Contest or acceptance, use of the prize, participating in or traveling to or from any prize-related activity. The Submitting Teacher represents and warrants that he/she has the right to grant the rights set forth herein. Scholastic and NRSF are not responsible for delays in receiving or responding to winner prize notifications and such winner may be disqualified at Scholastic and NRSF’s

sole discretion. Prizes will only be executed in and delivered to addresses within the United States. The Winners may be required to participate in reasonable promotional activities. By entering the Contest and/or accepting a prize, the Eligible Student and Submitting Teacher grants to Scholastic, NRSF, and Promotion Parties and their designees the right to use his or her name, likeness, hometown, biographical information, school name, and entry for any lawful purposes in connection with the Contest, including advertising and promotional purposes, in any and all media now or hereafter known throughout the world, in perpetuity, with notice, but without further permission or compensation, except where prohibited by law.

The Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered or garbled entries; 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 Contest, including, without limitation, errors, problems, or malfunctions that may occur in connection with the administration of the Contest, the announcement of the prizes, the processing or judging of entries or any Contest-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 Contest 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 Contest. 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 Contest) the Contest is not capable of being conducted as described in these rules, Scholastic and NRSF shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

**8. WINNERS' NAMES:** The names of the Winners will be available on approximately April 1, 2020. You may request the names of the Winners by sending an email to [scholastic submissions@scholastic.com](mailto:scholastic submissions@scholastic.com) with the subject line "Drive2Life Contest Winners' List."

**9. CONTEST SPONSOR:** The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022.

**10. ADMINISTRATOR:** Scholastic Inc., 557 Broadway, New York, NY 10012.

For questions, please email [scholastic submissions@scholastic.com](mailto:scholastic submissions@scholastic.com).