STUDENT ART CONTEST!

LIFE’S MOST PERSISTENT AND URGENT QUESTION IS:

WHAT ARE YOU DOING FOR OTHERS?

MARTIN LUTHER KING, JR. DAY OF SERVICE 1.20.14

Honor the 50th anniversary of the March on Washington and Dr. King’s call to service with a Martin Luther King, Jr.–inspired STUDENT ART CONTEST and SERVICE LEARNING RESOURCES.

This winter, create an inspiring poster to celebrate the 50th anniversary of the March on Washington! You could win a Samsung tablet and the opportunity to have your poster on display at the Martin Luther King, Jr. Memorial Bookstore in Washington, D.C.

**The Challenge:**
In honor of the 50th anniversary of the March on Washington, create a poster that inspires others to serve and answers Dr. King’s question, “What are you doing for others?”

**The Details:**
All entries must showcase:
- A creative, artistic interpretation of “The Challenge”
- An inspirational message, calling on young people to engage in service
- Originality
- Technical skill

Posters must be no larger than 11” x 17.” Any artistic medium may be used.

Entries must be postmarked by February 28, 2014.

**The Winners:**
Posters will be judged in the following grade groups: K–2, 3–5, 6–8, and 9–12. Twelve winners, three per grade band, will be selected by a panel of judges. There will be:
- One Grand Prize winner per grade band
- Two runners-up per grade band

**The Prizes:**
Grand Prize—winning students: A Samsung tablet and the opportunity to have his or her poster displayed at the Martin Luther King, Jr. Memorial Bookstore
Runner-up students: The opportunity to have his or her poster displayed at the Martin Luther King, Jr. Memorial Bookstore

TEACHERS WIN TOO!
$1,200 in prizes will be given to the teachers of the winning students.
In honor of the 50th anniversary of the March on Washington, create a poster that inspires others to serve and answers Dr. King’s question, “What are you doing for others?” for a chance to win a Samsung tablet. Plus, the 12 winning posters will be displayed at the Martin Luther King, Jr. Memorial Bookstore in Washington, D.C.!

Turn this poster over or go to scholastic.com/MLKDay/contest for details. Entries due: 2.28.14

STUDENT ART CONTEST!

In honor of the 50th anniversary of the March on Washington, create a poster that inspires others to serve and answers Dr. King’s question, “What are you doing for others?” for a chance to win a Samsung tablet. Plus, the 12 winning posters will be displayed at the Martin Luther King, Jr. Memorial Bookstore in Washington, D.C.!

Turn this poster over or go to scholastic.com/MLKDay/contest for details. Entries due: 2.28.14

NO PURCHASE NECESSARY. Void where prohibited. Open to students who are currently enrolled in grades K–12 in one of the 50 United States, the District of Columbia, United States Territories, or Department of Defense Dependent Schools, who are legal residents of the United States. Contest begins December 10, 2013. Entries must be postmarked by 2/28/14, and received by 3/7/14. Grand Prize winners (ARV: $360). For complete rules, go to www.scholastic.com/MLKDay/contest.

Sponsor: Scholastic Inc., 557 Broadway, New York, NY 10012.
THE MARTIN LUTHER KING JR. POSTER CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. Void where prohibited. A purchase will not increase the chances of winning. The Martin Luther King Jr. Poster (“Contest”) starts on December 10, 2013. All entries must be postmarked by February 28, 2014, and received by March 7, 2014.

How to Enter: To enter the Contest, an individual student in grades K–12 must create an original Martin Luther King Jr.–themed poster (no larger than 11”x17”) that inspires people his or her own age to help others through service and answers Dr. King’s question, “What are you doing for others?”. Only individual entries will be accepted—no group entries. No videos will be accepted. Completed entries must be mailed to “The Martin Luther King Jr. Contest,” Scholastic Inc., Attn: M. Battle, 557 Broadway, Office 528, New York, NY 10012. All entries must include a completed entry form available at http://www.scholastic.com/mlkday/contest that includes the title of the work; the student’s name and grade; a parent's name, mailing address, phone number, and email address; the student’s school name and mailing address; and a teacher's name and email and/or phone number. Entries may only be submitted by mail (not email). Each entry must be in keeping with Scholastic Inc.’s (“Scholastic”) and the Corporation for National & Community Service’s (“CNCS”) images and may not be offensive or inappropriate, as determined by Scholastic and CNCS 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 CNCS's images, in their sole discretion.

Eligibility: The Contest is open only to students who are currently enrolled in grades K–12 in one of the 50 United States, the District of Columbia, United States territories, or Department of Defense Dependent Schools, 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 CNCS, their parent companies, subsidiaries, affiliates, and their advertising, promotion, and production agencies, and members of their immediate families living in the same household 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 CNCS. All information will be kept on file for three years and will be shared only with CNCS as requested. 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 subject to Scholastic's privacy policy, which can be found at the following link: http://www.scholastic.com/privacy.htm. Scholastic and CNCS 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 CNCS 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. Artistic interpretation of the Challenge Theme
2. How well the artwork inspires others to engage in service
3. Originality
4. Technical skill

Twelve (12) winners will be chosen in total. One (1) Grand Prize winner and, two (2) Runners-up will be chosen from each of the four grade groupings (grades K–2, 3–5, 6–8 and 9–12) for a total of eight (8) Runners-up and four (4) Grand Prize winners, collectively the "Winners".

Selection of Winners: Entries submitted will be judged by Scholastic and CNCS. The potential winners will be notified on or around April 2, 2014. 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. By entering and/or accepting a prize, each entrant and/or Winner (including Teacher Winners as defined below) hereby releases and holds harmless Scholastic, CNCS, 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. Scholastic and CNCS reserve the right to not award any or all of the prizes if, in their sole discretion, they do not receive a sufficient number of qualified and eligible entries.

Student and Teacher Prizes: Four (4) Grand Prize winners will receive a Samsung Galaxy Note 8.0 tablet and the display of the Winner's poster on at the Martin Luther King, Jr. Bookstore in Washington, D.C., (ARV: $360). The four (4) teachers of the Grand Prize winners listed in the entry will receive a $200 American Express gift card. Eight (8) Runner-up winners will also have their posters displayed at the Martin Luther King, Jr. Bookstore in Washington, D.C. The eight (8) teachers of the Runner-up winners will receive a $50 American Express gift card. 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 and the Teacher Winners. Subject to all applicable laws.

General: By entering and/or accepting a prize, each entrant and Teacher Winner agrees to abide by these Official Rules, and each entrant further warrants and represents that his/her
entries are his/her original work. Further, each entrant and Teacher Winner grants to Scholastic and CNCS 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 CNCS discover at any time, during or after the Contest, that an entry contained infringing material, the entrant that 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, virus, 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 and Teacher Winners, send a self-addressed stamped envelope after April 2, 2014, and before June 1, 2014, to: The Martin Luther King, Jr. Poster Winners List, Scholastic Inc., Attn: M. Battle, 557 Broadway, Office 528, New York, NY 10012.

**Sponsor:** The Corporation for National & Community Service, 1201 New York Avenue, NW, Washington, DC 20525

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