

All Kids Outdoors Contest

All Kids Outdoors Contest and Sweepstakes

NO PURCHASE NECESSARY.

1. TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN.

To enter the All Kids Outdoors Contest and Sweepstakes (the "Contest and Sweepstakes"), entries may be submitted electronically at scholastic.com/outdoorsallianceforkids or by mail at the below address, but must be submitted only by the entrant's teacher, youth program leader, or parent/legal guardian.

Attn: All Kids Outdoors Contest and Sweepstakes, Scholastic Inc., 3rd Floor, Space 3-223, 557 Broadway, New York, NY 10012.

Only the student's teacher, youth program leader, parent/legal guardian may submit an entry. To be considered eligible for entry, each entry must contain the completed entry form with students writing a persuasive essay (no more than two (2) pages long) about why the outdoors are so important to them. The student's essay is required to be accompanied by an illustration.

Online entries must be received between 12:01 a.m. Eastern Time ("ET") on March 18, 2019, and 11:59 p.m. ET on April 19, 2019 (the "Entry Period"). Mailed entries postmarked by April 19, 2019, and must be received by 11:59 p.m. ET on April 26, 2019.

It is essential for the proper and legitimate operation of this Contest and Sweepstakes that each entry must be the student's own original work and cannot contain previously published and/or copyrighted material. If Scholastic Inc. (the "Sponsor") or the Promotion Parties (as defined below) discover at any time, during or after the Contest and Sweepstakes, that an entry contains previously published and/or copyrighted material, the

student and teacher/youth program leader/parent/legal guardian who submitted the entry may be immediately disqualified and may be obligated to immediately return any and all prizes that may have been provided to them in connection with their entries.

2. ELIGIBILITY: The Contest and sweepstakes is open only to students in grades 4–6, who are currently enrolled in 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 and who are residents of the United States. Submitting teachers and/or youth program leader and/or parents/legal guardians must be over 18 (19 in AL or NE) and reside in the 50 United States (or the District of Columbia) who, if it is a teacher, at the time of submission, must currently be the student's teacher in grades 4–6 at the above-referenced school. Employees of Sponsor, Outdoors Alliance for Kids ("OAK"), 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 Contest and 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 Contest and/or Sweepstakes will be ineligible for prizes. Each entrant may enter only one submission, which will be submitted to both the Contest and Sweepstakes portions of the promotion.

3. ENTRY: By submitting an entry, each entrant and the submitting teacher, youth program leader, or parent/legal guardian agrees Scholastic and Outdoors Alliance

for Kids 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 entrant, submitting teacher, youth program leader, or parent/legal guardian, except as prohibited by law. The entrant's and submitting teacher's, youth program leader, or parent/legal guardian's personally identifiable information submitted in connection with the entry shall be subject to Scholastic's privacy policy found at scholastic.com/privacy.htm.

Each entry must be in keeping with the Sponsor's and Outdoors Alliance for Kids' images and may not be offensive or inappropriate, as determined by Sponsor and Outdoors Alliance for Kids 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. Sponsor and Outdoors Alliance for Kids reserve the right to disqualify any entry they deem to be offensive, inappropriate, or not in keeping with their images, in their sole discretion.

4. PRIZES:

A. Sweepstakes: One (1) student will be selected in a random drawing from among all eligible entries (the "Sweepstakes Winner"). The Sweepstakes Winner will win \$50 worth of books from Scholastic (ARV \$50). The teacher, youth program leader, parent and/or legal guardian who submitted the

All Kids Outdoors Contest (cont'd)

Sweepstakes Winner's entry will receive \$200 in Scholastic credits (shop.scholastic.com) to purchase anything they wish.

Total Sweepstakes ARV \$250.

B. Contest: One (1) student will be selected by a panel of judges (as described below) from among all the eligible entries received (the "Grand Prize Contest Winner"). The Grand Prize Contest Winner will receive: a one-year National Park Pass (ARV \$80); and an Olympic National Park Trip for the Grand Prize Contest Winner and his/her family and/or friends (up to 4 people for 5 days; 2 of the people must be the Grand Prize Contest Winner and his/her parent or legal guardian), which will include entry fees to the park, private tour of the park, cabin, and meals (ARV \$400 per person, up to \$2,000); and travel expenses up to \$3,000. The Grand Prize Contest Winner will also win \$250 worth of books from Scholastic. The Grand Prize Contest Winner may be profiled in an OAK publication and on the OAK website and social media.

The adult who submitted the winning Contest entry on behalf of the student will receive \$500 in Scholastic credits (shop.scholastic.com) to purchase anything they wish. Credits must be used within 1 year of receipt of the credits by email.

Total Grand Prize ARV \$5,330.

The Grand Prize Contest Winner will be reimbursed for travel expenses up to \$3,000 and can include air transportation, ground transportation, hotel rooms in route, and meals in route. Details of reimbursement will be discussed and agreed upon prior to travel with the Outdoors Alliance for Kids and the parent/legal guardian of the Grand Prize Contest Winner. The Grand Prize Contest Winner and his/her traveling companions will be required to provide valid government-issued photographic

ID and/or other required travel documents, such as a valid passport, at time of travel. The Grand Prize Contest Winner and his/her traveling companions are responsible for obtaining travel documents. If Grand Prize Contest Winner cancels the trip at any time, the Grand Prize Contest Winner agrees to forfeit the Grand Prize immediately, and Scholastic may, in its sole discretion, award the Grand Prize to a runner-up. Certain travel restrictions, including blackout dates, may apply.

Two (2) honorable mention contest winning students (the "Honorable Mention Winners") will each win: \$100 worth of books from Scholastic; an opportunity for their entry to be highlighted on the OAK website and social media. The teacher, youth program leader, parent and/or legal guardian who submitted the Honorable Mention Winners' entries (2) will each win: \$200 in Scholastic credits (shop.scholastic.com) to purchase anything they wish. Credits must be used within one (1) year of receipt of the credits by email.

Taxes on the prizes, if any, are the sole responsibility of the recipients above. Prizes are non-transferable 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 Winner will be notified on or about May 15, 2019.

Sponsor will notify the winners to confirm acceptance of the prize. If a potential winner does not agree to the obligations in these Official Rules, Sponsor may award that prize to another entrant at Sponsor's sole discretion. If a

potential student winner is not awarded a prize, the teacher, youth program leader, parent and/or legal guardian who submitted shall not receive that portion of the prizing either. Winners will be notified on or about May 15, 2019. Winners may be asked to sign an affidavit. The Grand Prize Contest Winner and any traveling companions shall be required to sign a release form prior to travel. The prizes are non-transferable and non-assignable, and no alternative will be offered. Taxes on the prizes, if any, are the sole responsibility of the winners and the winning teacher, youth program leader, parent and/or legal guardian. Winners should allow approximately six (6) to eight (8) weeks after notification and completion of affidavit for delivery of prizes.

5. JUDGING: The potential Grand Prize Contest Winner and Honorable Mention Winners will be selected from among all eligible entries received by a panel of independent judges based on the following criteria:

Persuasion (80 points):

- How well does the essay explain the importance of the outdoors? (30 points)
- How well does the essay use facts, emotions, and trusted experts to persuade? (30 points)
- How well is the essay organized to express what the writer wants to say? (20 points)

Illustration (20 points): How well does the illustration support the essay in representing the importance of the outdoors?

The decisions of the judges are final and binding. Scholastic and OAK reserve the right to not award all prizes if, in their sole discretion, they do not receive a sufficient number of qualified and eligible entries.

6. GENERAL: By entering, the entrant and the submitting teacher,

All Kids Outdoors Contest (cont'd)

youth program leader, or parent/legal guardian agrees 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 Contest and Sweepstakes, 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 and Sweepstakes or acceptance, use of the prize, participating in or traveling to or from any prize-related activity. The winners, the submitting teachers, youth program leader, or parents/legal guardians and/or the teacher accepting the teacher/classroom portion of the prize may each 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. The submitting teacher represents and warrants that he/she has the right to grant the rights set forth herein. 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. The winners may be required to participate in reasonable promotional activities. By entering the Contest, Sweepstakes and/or accepting a prize, the entrant, submitting teacher, youth program leader, or parent/legal guardian and/or the teacher accepting the teacher portion of the prize grants to Sponsor and its designees the right to use his or her name, likeness, hometown, biographical information, school name, and entry for any lawful purposes, including advertising 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.

The Released Parties are not responsible for any misdirected, damaged, postage due, or undelivered mail, and are not responsible for technical, hardware, software, or telecommunications malfunctions of any kind; 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 and Sweepstakes, including, without limitation, errors, problems, or malfunctions that may occur in connection with the administration of the Contest and Sweepstakes, the announcement of the prizes, the processing or judging of entries, or any Contest and/or Sweepstakes-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/Sweepstakes 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 and Sweepstakes. 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 and/or Sweepstakes) the Contest and/or Sweepstakes 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 Contest and/or Sweepstakes.

7. WINNERS LIST: The names of the winners will be available on approximately May 15, 2019. You may request these names by sending a self-addressed, stamped envelope by June 15, 2019, to: All Kids Outdoors Contest/Sweepstakes Winners List, Scholastic Inc., 557 Broadway, 3rd Floor, New York, NY 10012.

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

For any questions or concerns regarding this Contest, please contact scholastic submissions@scholastic.com.