

**Scholastic and Georgia Department of Transportation**  
**The Heads Up, Stay Safe! Student Contest**  
**OFFICIAL RULES**

**1. TO ENTER:** NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the **Heads Up, Stay Safe! Student Contest** (the “Contest”), an Eligible Student (as defined below) must create a four-page magazine with articles, images and data illustrating the risks, dangers and consequences of distracted driving and walking. A cover sheet must accompany the magazine for the submission to be complete. Their teacher can submit entries online at [scholastic.com/arrive-alive/contest](http://scholastic.com/arrive-alive/contest) between 12:01 a.m. Eastern Time (“ET”) on September 23, 2019, and 11:59 p.m. ET on October 28, 2019 (the “Entry Period”). The Submitting Teacher may either submit the entry electronically at the Contest website or through the mail to:

Heads Up, Stay Safe Contest  
SNP—Scholastic Inc, Space 3-214  
557 Broadway, 3rd Floor  
New York, NY 10012-9888

The required fields on the entry form include Teacher’s Name, Teacher’s Email, Grade, School Name, School Address, School City, School State, and all names of students on the team. If those fields are not completed, the entry will be considered ineligible. An entry must be uploaded or postmarked between 12:01 a.m. Eastern Time (“ET”) on September 23, 2019, and 11:59 p.m. ET on October 28, 2019 (the “Entry Period”). Mailed entries postmarked within the entry period must be received by 11:59 p.m. ET on November 4, 2019.

**2. ELIGIBILITY:** The Contest is open only to students in grades 6–8 in a public school, an accredited private school, or a home school in the state of Georgia, 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 students’ entries may only be submitted by a student’s teacher (the “Submitting Teacher”). The teacher 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 Inc. (“Scholastic” or “Sponsor”), Georgia Department of Transportation International Incorporated and its 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 Contest 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 will be ineligible for prizes. Each student may only enter once. The Submitting Teacher may only enter one submission per student for an unlimited number of students.

**3. ENTRY:** By submitting an entry, each Submitting Teacher and Eligible Student agrees Scholastic and its designees shall have a royalty-free, perpetual, fully paid up license to the entry (including all rights embodied therein) and may exploit, edit, publish, use, adapt, modify, create derivative works from 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 Eligible Student or Submitting Teacher, 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 Scholastic's privacy policy found at [scholastic.com/privacy.htm](http://scholastic.com/privacy.htm). Scholastic reserves the right to disqualify any entry if it deems the entry to be offensive, inappropriate or not completed in good faith, in its sole discretion. Entries must be the Eligible Entrant's own work. In the event of a dispute over the identity of a Eligible Entrant and/or a Submitting Teacher, entry will be deemed submitted by the holder of the email account submitted in connection with the entry.

**4. WINNER DETERMINATION:** At the end of the Entry Period, a panel of qualified judges determined by Scholastic and Georgia Department of Transportation in their sole discretion will select winners from among all eligible entries based on the following criteria ("Judging Criteria"):

#### JUDGING CRITERIA

The following criteria will be weighted equally to evaluate entries:

1. Writing (30 points): How well does the writing represent the urgency of distracted walking/driving? How effectively is the data featured?
2. Advocacy (30): Is the CTA clear? Is a solution effectively communicated?
3. Creativity (40 points): How well does the magazine visually convey the distracted walking/driving problem? Is the content engaging and useful to readers?

**5. PRIZES:** One Grand Prize Winning Student Team ("The Grand Prize Winners"), along with their teacher and their class, will win a day-long field trip to Atlanta to meet with state transportation executives and share their magazine. Roundtrip transportation and lunch will be provided for all students and their teacher on the field trip.

Three (3) Runner-Up Student Teams (the "Runner Up Winners") for each eligible grade--6, 7 and 8--will be selected from among all the eligible entries received to win a school-wide assembly with a state transportation executive.

Sponsor will notify the potential 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 Eligible Student Team at Sponsor's sole discretion (if another Eligible Student Team is chosen, the prior potential winner's teacher will not receive his/her portion of the prize either). Winners will be notified on or about January 17, 2020. The prizes are non-transferable, non-assignable, and no

alternative will be offered. Taxes on the prizes, if any, are the sole responsibility of the Winners and the teacher recipients.

**6. GENERAL:** By entering, the Eligible Student and/or Submitting Teacher (where applicable) 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 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 Winners, Eligible Students, the Submitting Teachers (where applicable) and the teacher receiving the teacher portion of the prize (if different from the Submitting Teacher) 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 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 and/or accepting a prize, the Eligible Student or and Submitting Teacher (where applicable) grants to Sponsor 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, 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 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 shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

**7. WINNERS' NAMES.** The names of the Winners will be available on approximately January 17, 2020 and available until March 31, 2020. You may request this name by sending a self-addressed stamped envelope to:

Heads Up, Stay Safe! Contest  
SNP—Scholastic Inc, Space 3-214  
557 Broadway, 3rd Floor  
New York, NY 10012-9888

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

For any questions or concerns regarding this Contest, please contact  
[KClark-consultant@scholastic.com](mailto:KClark-consultant@scholastic.com)