

## **Grades 7-12: 2019/20 What Will You Run For? Student Essay Contest (the “Contest”)**

### **OFFICIAL RULES: GRADES 7–12 (“Official Rules”)**

**NO PURCHASE NECESSARY.** All students who are residents of, and currently reside in, the 50 United States (and the District of Columbia) and who are currently enrolled in grades 7–12 are eligible to enter, except that students in the following categories are NOT eligible to participate or enter: students who are immediate family members (i.e., daughter, son, sister, or brother, regardless of where they live) or who reside in the same household (whether related or not) of any persons who, after October 28, 2019, are employees or agents of Levi Strauss & Co. Generation Citizen, or Scholastic Inc. (“Sponsor”), its shareholders, employees, parents, directors, officers, affiliates, representatives, agents, successors and assigns (collectively, “Scholastic”) or any of their respective affiliates, subsidiaries, advertising agencies, cooperatives, or franchisees or employees or agents or service agencies or independent contractors of any of the above organizations; individuals engaged in the development, production, or distribution of materials for this Contest; or individuals involved in the judging process.

**ESSAY TOPIC FOR ALL ENTRIES:** There is a local issue or cause that you think is not being appropriately addressed within your community. To affect change, you are running for mayor, city council or state legislature. In a 2-3 page essay, tell us:

- What local cause or issue has inspired you to take action and run?
- Why is this local issue or cause important to you and/or your community?
- Once you win, what is a realistic program or policy you want to implement that will help address your issue?
- Interacting with both other elected officials and the voters you represent, how will you convince people to support your goal?

**ENTRY PERIOD:** October 28, 2019 through March 29, 2020.

**SUBMITTING ENTRIES:** Below, please find separate entry requirements for grades 7–8 (each, a “Grades 7–8 Entry” and collectively, the “Grades 7–8 Entries”) and for grades 9-12 (each, a “Grade 9-12 Entry” and collectively, the “Grade 9-12 Entries”) (Grades 7–8 Entries and Grade 9-12 Entries are each, an “Entry” and collectively, the “Entries”).

**Grades 7–8 Entries:** Limit one Entry per student submitting the completed essay (“Entrant”).

Completed Grades 7–8 Entries may be submitted in one of three ways: 1) mailing completed essays to: What Will You Run For? Essay Contest, Scholastic Inc., Attn: SNP, Space 3-226, 557 Broadway, New York, NY 10012; 2) uploading completed essays online at [scholastic.com/createchange](http://scholastic.com/createchange), **provided that the online submission may only be uploaded by a current teacher of the Entrant (“Current Teacher”) and not by the Entrant;** or 3) emailing completed essays to [submissions@scholastic.com](mailto:submissions@scholastic.com), **provided that the email submission may only be emailed by a Current Teacher and not by the Entrant.**

All Grades 7–8 Entries submitted by mail must be postmarked by March 29, 2020, and received by April 13, 2020. All Grades 7–8 Entries submitted online or by email must be received by 11:59 PM EST on March 29, 2020.

**Grade 9-12 Entries:** Limit one Entry per Entrant.

Completed Grade 9-12 Entries may be submitted in one of three ways: 1) mailing completed essays to: What Will You Run For? Essay Contest, Scholastic Inc., 557 Broadway, 3rd Floor, New York, NY 10012; 2) uploading completed essays online at [scholastic.com/createchange](http://scholastic.com/createchange), provided that the online submission may be uploaded by either the Entrant or his/her Current Teacher or 3) emailing completed essays to [submissions@scholastic.com](mailto:submissions@scholastic.com), provided that the email submission may be emailed by either the Entrant or his/her Current Teacher.

All Grade 9-12 Entries submitted by mail must be postmarked by March 29, 2020, and received by April 13, 2020. All Grade 9-12 Entries submitted online or by email must be received by 11:59 PM EST on March 29, 2020.

**Required Information for all Entries:**

Each individual Entry, whether submitted by mail, online, or email, must include a completed Entry Form with the following information:

- Entrant’s name
- Entrant’s grade
- Name of Entrant’s Current Teacher, or if Entrant has more than one (1) Current Teacher, name of the Current Teacher designated by Entrant to receive a prize for himself/herself and/or his/her class if Entrant is declared a Contest winner (the “Selected Teacher”)
- School name
- School city/state

Entries submitted online or by email must also include the email address of the individual submitting the Entry (the Current Teacher or, for Grade 9-12 Entries, the Entrant or the Current Teacher) (the “Submitter”) to which the Submitter will be notified if the Entrant has been selected as a potential winner and provided with instructions on next steps for potentially collecting the applicable prize.

**Other Entry Info for all Entries:**

All personal information collected from Entries submitted online or via e-mail will be retained in accordance with Scholastic’s records retention policies for the Contest (for all Entries: for one year following selection of the winner; for winners, up to three years). Any such personal information collected via online or e-mail entry will also be subject to Scholastic’s Privacy Policy available at <http://www.scholastic.com/privacy.htm>. Any teacher submitting an Entry (“Submitting Teacher”) represents that he/she has authority on behalf of the Entrant’s parent/legal guardian to consent to the collection, maintenance, processing and transfer of the

Entrant's information in and to the United States and in other countries and territories.

Scholastic and the Levi Strauss & Co. and Generation Citizen Entities are not responsible for late, lost, damaged, stolen, incomplete, illegible, postage due, or misdirected entries or mail; 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.

Each entry must be in keeping with the Scholastic's, Levi Strauss & Co.'s and Generation Citizen's images and may not be offensive or inappropriate, as determined by Scholastic, Levi Strauss & Co. and Generation Citizen 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, Levi Strauss & Co. and Generation Citizen reserve the right to disqualify any entry they deem to be offensive, inappropriate, or not in keeping with the Scholastic's, Levi Strauss & Co.'s and Generation Citizen's images, in their sole discretion.

It is essential for the proper and legitimate operation of this contest that each entry must be the student's own original work and cannot contain previously published and/or copyrighted material. If Scholastic, Levi Strauss & Co. and Generation Citizen discover at any time, during or after the contest, that an entry contains previously published and/or copyrighted material, the student and teacher 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.

Essays will be evaluated on the following criteria (collectively, the "Criteria"):

Each category will be awarded points on a scale of 0 to max points)

1. **Components (20 points):** The essay includes all required components within two to three (2-3) pages and all components fit the theme to form a cohesive, clear message:
  - a description of the chosen local issue
  - an explanation of how the issue impacts you and/or your community
  - a persuasive argument on behalf of the cause
  - the local government office you would run for to help effect this change most efficiently
  - a clear goal
  - an explanation of how the student would use their position to interact with other members of government and the community and achieve their specific goal
  - facts and details to support explanations and arguments
2. **Persuasiveness (10 Points):** The essay makes a clear and compelling argument in favor

of the students' cause and for their proposed plan to help their cause. The argument is thoroughly supported by relevant facts and details.

3. **Organization/ Presentation (10 Points):** The essay features an argument that is organized to follow a logical progression of ideas. The essay is neatly formatted and exhibits no grammar or spelling errors.
4. **Creativity (10 Points):** The essay contains ideas and solutions that are innovative. The student demonstrates a mastery of the facts and themes by finding solutions through innovative means.

**Page count requirements:**

- Grades 7–8: 2-3 Pages
- Grades 9–12: 2-3 Pages

**Entries must be written in English to be eligible.**

**Selection of Winners:**

All eligible Entries from grades 7–8 (the “Grades 7–8 Entries”) and grades 9–12 (the “Grades 9–12 Entries”) will be pre-screened by Scholastic judges to determine the final pool of Grades 7–8 Entries from which the winning Grades 7–8 Entries will be selected (the “Grades 7–8 Final Pool”) and the final pool of Grades 9–12 Entries from which the winning Grades 9–12 Entries will be selected (the “Grades 9–12 Final Pool” and together with the Grades 7–8 Final Pool, each, a “Final Pool”).

Judging on the basis of the Criteria, from each of the Grades 7–8 Entries and Grades 9–12 Entries, Scholastic’s screeners will select twenty-five (25) Entries from each group of the Grades 7-8 Entries (the “Grades 7-8 Final Pool”) and Grades 9-12 Entries (the “Grades 9-12 Final Pool”).

Judges from Scholastic, Levis Strauss & co. and Generation Citizen will together select the winning Entries from each Final Pool on the basis of the Criteria. Each prospective winner and/or his/her Submitting Teacher, as applicable, will be notified on or about May 6, 2020.

Entries, and all rights in winning Entries, become the property of Scholastic and will not be returned. Each Entrant and Current/Selected Teacher agree to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Contest. Each prospective winner and his/her parent/legal guardian (where applicable) and the Current/Selected Teacher may be required to sign, notarize, and return, within ten (10) days of date of notification and affidavit and release. If this is not executed and received by Scholastic within ten (10) days of date of receipt, prizes may be awarded to an alternate winner from among the applicable Final Pool. Scholastic, Levi Strauss & Co. and Generation Citizen 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.

**Prizes:**

**Grand Prize—Grades 7–8:** Three (3) grand prize winners (the “Grades 7–8 Winners”) will be selected from the Grades 7–8 Final Pool. The Grades 7–8 Winners will receive a \$1,000 grant to be used to fund either a local organization of their choosing that supports their cause or to launch a school club to organize students and community action around their cause. In addition, the Grades 7–8 Winners will receive a laptop computer (minimum estimated retail value: \$500.00).

The Current Teacher of Grades 7–8 Winners (the “Winning Grades 7-8 Teachers) will receive a \$500 American Express Gift Card for use in his/her classroom.

**Grand Prize—Grades 9–12:** Three (3) grand prize winners (the “Grades 9–12 Winners”) will be selected from the Grades 9–12 Final Pool. The Grades 9–12 Winners will receive a \$1,000 grant to be used to fund either a local organization of their choosing that supports their cause or to launch a school club to organize students and community action around their cause. In addition, the Grades 9–12 Winners will receive a laptop computer (minimum estimated retail value: \$500.00).

The Current Teacher of Grades 7–8 Winners (the “Winning Grades 7-8 Teachers) will receive a \$500 American Express Gift Card for use in his/her classroom.

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

**General:**

By entering and submitting an entry, Entrant and the Submitting Teacher agree to release and hold harmless Scholastic, Levi Strauss & Co. and Generation Citizen, their 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 or use of the prize. By entering the Contest, submitting an Entry and/or accepting the prize, Entrants and the Submitting Teachers grant to Scholastic, Levi Strauss & Co. and Generation Citizen and their designees the right to use their names, likenesses, hometowns, biographical information, school names, 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.

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, Levi Strauss & Co. and Generation Citizen 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, Levi Strauss & Co. and Generation Citizen shall have the right, at their sole discretion, to cancel, terminate, modify, or suspend the Contest. By entering the Contest, Entrants and the Submitting Teachers agree to be bound by these rules and the decisions of Scholastic, Levi Strauss & Co. and Generation Citizen, which will be final and binding in all matters relating to the Contest. Teachers and students who do not comply with these Official Rules, or attempt to interfere with this promotion in any way, shall be disqualified.

**Winners List:** For the names of winners, send a self-addressed stamped envelope after May 6, 2020, and before September 1, 2020, to What Will You Run For? Winner List, Scholastic Inc., ATTN: SNP, Space 3-226, 557 Broadway, New York, NY 10012.

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