

**KIDS FLAUNT STUDENT CONTEST
OFFICIAL RULES
NO PURCHASE NECESSARY. CONTEST SUBJECT TO THESE OFFICIAL RULES.**

1. TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the **Kids Flaunt Student Contest** (the “Contest”), an Eligible Student (as defined below) must complete the entry form found at the contest website: <http://www.scholastic.com/flauntit/index.html> as well as an entry (either a three-paragraph essay or 2D piece of artwork) on the theme of “The Things That Make Me Different, Make Me, Me!” (collectively, the “Entry”). See Judging Criteria on pages 3–4 of these Official Rules for what must be included in the essay or artwork/how the essay or artwork should be structured. The Eligible Student’s teacher or parent/legal guardian (as defined below) must send the completed Entry and entry form either electronically at the contest website, listed above, by email by emailing the Entry and entry form as an attachment to: flauntit@scholastic.com, or through the mail to:

Kids Flaunt Contest
ATTN: SNP, 3rd Floor
Scholastic Inc.
557 Broadway
New York, NY 10012

An Entry and completed entry form, complete with a parent or legal guardian signature, may only be submitted either by the Eligible Student’s teacher or parent/legal guardian. The completed Entry must be uploaded, emailed, or postmarked between 12:01 a.m Eastern Time (“ET”) on September 10, 2020, and 11:59 p.m. ET on November 16, 2020 (the “Entry Period”). Mailed entries postmarked within the Entry Period must be received by 11:59 p.m. ET on November 30, 2020.

2. ELIGIBILITY: The Contest is open only to students in grades 3–5 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”). Only the Eligible Student’s teacher or parent/legal guardian may submit the Entry on behalf of the Eligible Student. The teacher or parent/legal guardian must be over 18 at the time of submission, and a resident of the United States (or the District of Columbia), the teacher must also teach at the Eligible Student’s School (“Submitting Adult”). Employees of Scholastic Inc. (“Scholastic” or “Sponsor”), Don’t Hide It, Flaunt It Inc. (“DHIFI”), 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 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 Eligible Student may only

enter once. The Submitting Adult 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 Adult 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, 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 compensation or notification to or permission of the Eligible Student or Submitting Adult, except as prohibited by law. The Eligible Student or Submitting Adult'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. Scholastic reserves the right to disqualify any entry if it deems the entry to be offensive, inappropriate, infringing on copyright or trademark materials, or not completed in good faith, in its sole discretion. Entries must be the Eligible Student's own work. In the event of a dispute over the identity of a Submitting Adult, entry will be deemed submitted by the holder of the email account submitted in connection with the entry.

4. PRIZES: One (1) Eligible Student's entry will be selected from among all eligible entries received based on the judging criteria below as the Grand Prize Winning entry (the "Grand Prize Student Winner"). The Grand Prize Student Winner will receive one (1) HP Stream Laptop (14" HD Display, 64 GB) no data plan is included in the prize (ARV: \$300), and a \$100 American Express Gift Card (ARV: \$100). The Submitting Teacher of the Grand Prize Student Winner (the "Grand Prize Teacher Winner") (if a parent/legal guardian submits the Entry, the teacher listed on the Entry will be deemed the Submitting Teacher) will receive one (1) HP Envy Pro 6455 All-in-One Printer (print, scan, copy, and fax) no data plan is included in the prize (ARV: \$160), a one-year subscription to a Scholastic Classroom Magazine, choice of Storyworks, SuperScience, Dynamath, Scholastic News 3, Scholastic News 4, or Scholastic News 5/6 (ARV \$180), and a \$100 American Express Gift Card (ARV: \$100). Two (2) Eligible Students' entries (one essay and one artwork) will be selected from among all eligible entries received based on the judging criteria below as the First Prize Winning entries (the "First Prize Student Winners"). Each First Prize Student Winner will receive one (1) HP Stream Laptop (14" HD Display, 64 GB) no data plan is included in the prize (ARV: \$300), and \$50 worth of Scholastic books (ARV: \$50). The Submitting Teachers (see above) of the two (2) First Prize Student Winners (the "First Prize Teacher Winners") will each receive one (1) HP Envy Pro 6455 All-in-One Printer (print, scan, copy, and fax) no data plan is included in the prize (ARV: \$160), and a one-year subscription to a Scholastic Classroom Magazine, choice of Storyworks, SuperScience, Dynamath, Scholastic News 3, Scholastic News 4, or Scholastic News 5/6 (ARV \$180).

Sponsor will notify the potential winners to confirm acceptance of the prize. Potential winners/prize recipients may be required to complete and return an affidavit of eligibility and liability/publicity release ("Affidavit/Release"). If a potential winner/prize recipient fails to sign and

return the Affidavit/Release within the required time period, he/she may be disqualified and, at Sponsor's discretion, a runner-up will be notified. If any potential winner does not respond to the initial notification within the time required by Sponsor, or if a winner notification is returned as unclaimed or undeliverable, such potential winner may forfeit his or her prize and, at Sponsor's discretion, a runner-up may be notified. If a potential winner is found to be ineligible or if he or she has not complied with these Official Rules or declines the prize for any reason, such potential winner will be disqualified and, at Sponsor's discretion, the prize may be awarded to a runner-up. Winners will be notified on or about December 18, 2020 by the email address provided with the winning Entry. The prizes are non-transferable, non-assignable, and no alternative will be offered. Taxes on prizes, if any, are the sole responsibility of the Winners.

5. JUDGING: The potential Grand Prize Winner, potential Essay First Prize Winner, and potential Artwork First Prize Winner will be selected from among all eligible entries received by a panel of qualified independent judges employed by Scholastic and DHIFI based on Concept, Impact, Flaunt, Overall Originality and Creativity, and Overall Presentation of the prompt: Students will either write a three-paragraph essay or create a 2D piece of artwork based on the prompt: "The Things That Make Me Different, Make Me, Me!"

If the Eligible Student submits a 3-paragraph essay they will be judged on the following criteria:

Judging Criteria for an essay (out of 25 points):

1. Paragraph 1: Concept (5 points)
 - The essay clearly expresses the contest theme: "The things that make me different, make me, me!" The essay makes it clear:
 - what the student's personal difference (or that of a close family member) is
 - how the difference makes the student unique.
2. Paragraph 2: Impact (5 points)
 - The essay shows specific examples of how the student's unique qualities (or those of a close family member) influence the student's daily lives.
3. Paragraph 3: Flaunt (5 points)
 - The essay clearly describes how the student (or a close family member) is able to flaunt what makes them unique.
4. Overall Originality and Creativity (5 points)
 - The essay clearly shows creativity and originality while expressing how the student's (or close family member's) difference makes them unique.
5. Overall Presentation (5 points)
 - The entry
 - is written in an engaging way
 - is written or typed neatly and clearly
 - is laid out clearly in three paragraphs

If the Eligible Student submits a piece of 2D (flat) artwork they will be judged on the following criteria:

Judging Criteria for an essay (out of 25 points):

1. Concept (5 points)
 - The artwork clearly expresses the contest theme: “The things that make me different, make me, me!” The artwork makes it clear:
 - what the student’s personal difference (or that of a close family member) is
 - how this difference makes the student (or close family member) unique
2. Impact (5 points)
 - The artwork shows specific examples of how the student’s unique qualities (or those of a close family member) influence the student’s daily lives.
3. Flaunt (5 points)
 - The artwork clearly illustrates how the student (or close family member) is able to flaunt what makes them unique.
4. Overall Originality and Creativity (5 points)
 - The artwork clearly shows creativity and originality while expressing how the student’s (or close family member’s) difference makes them unique.
5. Overall Presentation (5 points)
 - The entry
 - is a 2D piece of visual art that fits on a single piece of paper
 - includes 1–3 sentences describing the artwork
 - creates visual interest by applying art skills/techniques

The decisions of the judges are final and binding. Scholastic and DHIFI reserve the right not to 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 Eligible Student and Submitting Adult agree 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 Submitting Adult 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 and Submitting Adult 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 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 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 25, 2021 on the Contest website at www.scholastic.com/flauntit.

CONTEST SPONSOR: Scholastic Inc., 557 Broadway, New York, NY 10012. For any questions or concerns regarding this Contest, please contact flauntit@scholastic.com.