

**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 (either an essay or piece of artwork) on the theme of “The Things That Make Me Different, Make Me, Me!” See Judging Criteria on page 4.

If the Eligible Student submits an essay as his/her entry, the essay must be a 3 paragraph essay.

- Paragraph 1 should explain what makes the student unique or different.
- Paragraph 2 should describe how the student’s visible or invisible difference influences their life.
- Paragraph 3 should describe how the student learned to flaunt what makes them unique.

If the Eligible Student submits a piece of artwork as their entry, the artwork should be two-dimensional (2D) on a piece of paper.

- Using the student’s creativity, express one or more of his/her visible or invisible differences through a drawing, painting, flat collage, comic, photograph, or any other type of visual 2D art.
- Write 1–3 sentences describing the traits illustrated in the artwork and how the student flaunts them. (The teacher may act as a scribe if the student dictates.)

The Eligible Student’s teacher (the “Submitting Teacher”) must download the entry form, available at: [scholastic.com/flauntit](http://scholastic.com/flauntit), between 12:01 a.m. Eastern Time (“ET”) on September 24, 2019, and 11:59 p.m. ET on November 15, 2019. The Submitting Teacher must submit the entry on behalf of their student(s), along with the filled-out entry form complete with a parent or legal guardian signature, through one of three ways: electronically on the sweepstakes website above, by emailing the entry and entry form to [flauntit@scholastic.com](mailto:flauntit@scholastic.com) with the subject line “Kids Flaunt 2019 Entries,” or through the mail to:

Kids Flaunt Contest  
Scholastic Inc.  
ATTN: SNP, Space 3-226  
557 Broadway  
New York, NY 10012

Online and email entries must be submitted by 11:59 p.m. ET on November 15, 2019, and mail-in entries must be postmarked by November 15, 2019 and received by November 25, 2019 (collectively, the “Entry Period”).

**2. ELIGIBILITY:** The Contest is open only to students in grades 4–5 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”). **The Eligible Student’s entry may only be submitted by a student’s teacher along with the completed entry form.** The teacher must be over 18 (19 in AL or NE) at the time of submission and a resident of the United States (or the District of Columbia). 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 Teacher 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 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, 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 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, 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 Teacher, 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 an HP Sprocket Photo Printer and Accessories (ARV: \$204.79). Which includes one (1) black or white HP Sprocket Portable Photo Printer (ARV: \$99.99); eight (8), twenty (20) sheet boxes of 2”x3” sticky-backed HP Sprocket photo paper (ARV: \$79.92); one (1) HP Sprocket reversible sleeve (ARV: \$14.89); one (1) HP Sprocket photo album (ARV: \$9.99). The Grand Prize Student Winner will also receive one (1) Amazon Fire HD 8 Kids Edition Tablet (8” HD Display, 32 GB) no data plan is included in the prize (ARV: \$129.99). Total ARV of all Grand Prize Student Winner prizes: \$334.78. The Submitting Teacher of the Grand Prize Student Winner (the “Grand Prize Teacher Winner”) will

receive one (1) HP Spectre x360 13" touchscreen laptop (ARV: \$1,200); one (1) split leather laptop sleeve (ARV: \$75); "Chatbooks for Life" (custom photo books from chatbooks.com (ARV: \$400); a one-year subscription to a Scholastic Classroom Magazine, choice of Storyworks, SuperScience, Dynamath, Scholastic News 4, or Scholastic News 5/6 (ARV \$180). Total ARV of all Grand Prize Teacher Winner prizes: \$1,855. 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 an HP Sprocket Photo Printer and Accessories (ARV: \$204.79). Which includes one (1) black or white HP Sprocket Portable Photo Printer (ARV: \$99.99); eight (8), twenty (20) sheet boxes of 2"x3" sticky-backed HP Sprocket photo paper (ARV: \$79.92), one (1) HP Sprocket reversible sleeve (ARV: \$14.89), and one (1) HP Sprocket photo album (ARV: \$9.99). The Submitting Teachers of the two (2) First Prize Student Winners (the "First Prize Teacher Winners") will each receive a \$100 Gift Card to chatbooks.com (ARV: \$100) and a one-year subscription to a Scholastic Classroom Magazine, choice of Storyworks, SuperScience, Dynamath, Scholastic News 4, or Scholastic News 5/6 (ARV \$180). Total ARV of all First Prize Teacher Winner prizes: \$280.

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 will 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 will 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 17, 2019 by the email address that they provided with their 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, Originality and Creativity, and Quality of the prompt: Students will either write an essay or create a piece of artwork based on the prompt: "The Things That Make Me Different, Make Me, Me!"

If the Eligible Student submits an essay as his/her entry, the essay must be a 3 paragraph essay.

- Paragraph 1 should explain what makes the student unique or different.
- Paragraph 2 should describe how the student's visible or invisible difference influences their life.

- Paragraph 3 should describe how the student learned to flaunt what makes them unique.

If the Eligible Student submits a piece of artwork as his/her entry, the artwork should be 2D on a piece of paper.

- Using the student's creativity express one or more of his/her visible or invisible differences through a drawing, painting, collage, comic, photograph, or any other type of visual 2D art.
- Write 1–3 sentences describing the traits illustrated in the artwork and how the student flaunts them. (The teacher may act as a scribe if the student dictates.)

The entry must include the completed entry and the filled-out entry form, complete with a parent or guardian's signature.

Judging Criteria (out of 25 points):

1. **Concept:** How well does the entry demonstrate (through the text or visual art) the entrant's personal difference (or that of a close family member) that makes them unique? (5 points)
2. **Impact:** Does the entry provide or show specific examples of how the entrant's unique qualities influence their daily lives? (5 points)
3. **Flaunt:** How well does the entry describe or illustrate how the entrant is able to flaunt what makes them unique? (5 points)
4. **Originality and Creativity:** How well does the entry express creativity or originality related to the entrant's personal difference that makes them unique? (5 points)
5. **Presentation:** Is the entry written in an engaging way (essay)? Does the entry create visual interest by applying art skills/technique (artwork)? (5 points)

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 Teacher 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 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 and Submitting Teacher 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 14, 2020 on the Contest website at [www.scholastic.com/flauntit](http://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](mailto:flauntit@scholastic.com).

**PROJECT FLAUNT TEACHER SWEEPSTAKES**  
**OFFICIAL RULES**  
**NO PURCHASE NECESSARY. SWEEPSTAKES SUBJECT TO THESE OFFICIAL RULES.**

**1. TO ENTER:** NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the **Project Flaunt Teacher Sweepstakes** (the “Sweepstakes”), an Eligible Teacher (as defined below) must create an original multimedia entry about how their class flaunts their differences. The multimedia entry may either be a photograph, short video, slideshow presentation, scrapbook, or any other kind of multimedia presentation the Eligible Teacher is able to create (a copy or photograph of the multimedia entry will also be accepted if the Eligible Teacher does not want to send the original). The Eligible Teacher must download the Project Flaunt tip sheet available at [scholastic.com/flauntit](http://scholastic.com/flauntit), between 12:01 a.m. Eastern Time (“ET”) on September 24, 2019, and 11:59 p.m. ET on November 15, 2019. The Eligible Teacher may submit their multimedia entry electronically on the Sweepstakes website above, by emailing the entry to [flauntit@scholastic.com](mailto:flauntit@scholastic.com) with the subject line “Project Flaunt 2019 Entry” or through the mail to:

Project Flaunt Teacher Sweepstakes  
Scholastic Inc.  
ATTN: SNP, Space 3-226  
557 Broadway  
New York, NY 10012

Online entries must be submitted by 11:59 p.m. ET on November 15, 2019, and mail-in entries must be postmarked by November 15, 2019 and received by November 25, 2019 (collectively, the “Entry Period”).

Any entry submitted by email or mail must include the following information with the entry:

- Teacher’s Name
- Teacher’s Email
- Teacher’s Phone
- School Name
- School Address
- School City, State, and Zip
- Grade(s) Taught

**2. ELIGIBILITY:** The Sweepstakes is open only to teachers that teach grades 4–5 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. The teacher must be over 18 (19 in AL or NE) at the time of submission (an “Eligible Teacher”). Employees of Scholastic Inc. (“Scholastic” or “Sponsor”), Don’t Hide It, Flaunt It (“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 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 Sweepstakes will be ineligible for prizes.

**3. ENTRY:** By submitting an entry, each Eligible Teacher agrees Scholastic, DHIFI, 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 Teacher, except as prohibited by law. The Eligible 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, infringing on copyright or trademark materials, or not completed in good faith, in its sole discretion. Entries must represent projects that Eligible Teachers have produced directly with students.

**4. PRIZES:** One (1) Eligible Teacher's entry (the "Winning Entry") will be selected in a random drawing from among all eligible entries received. The Teacher that submitted the Winning Entry (the "Winning Teacher") will receive an HP Sprocket Photo Printer and Accessories (ARV: \$204.79). Which includes one (1) black or white HP Sprocket Portable Photo Printer (ARV: \$99.99); eight (8), twenty (20) sheet boxes of 2"x3" sticky-backed HP Sprocket photo paper (ARV: \$79.92); one (1) HP Sprocket reversible sleeve (ARV: \$14.89); and one (1) HP Sprocket photo album (ARV: \$9.99). The Winning Teacher will also receive "Chatbooks for Life" (custom photo books from [chatbooks.com](http://chatbooks.com) (ARV: \$400); and a one-year subscription to a Scholastic Classroom Magazine, choice of Storyworks, SuperScience, Dynamath, Scholastic News 4, or Scholastic News 5/6 (ARV \$180). Total ARV of all the Winning Teacher prizes: \$784.79. The class of the Winning Entry, (the "Winning Class") will receive one (1) Custom photo book from [chatbooks.com](http://chatbooks.com) for each student and teacher in the class (ARV: \$10 per photo book). Sponsor will notify the Winning Teacher to confirm acceptance of both prizes (the Winning Teacher or a school administrator will accept the Winning Class prize). Potential winners/prize recipients may be required to complete and return an affidavit of eligibility and liability/publicity release (where prohibited) ("Affidavit/Release"). If a potential winner/prize recipient fails to sign and return the Affidavit/Release within the required time period, he/she will 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 will 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 November 27, 2019 by the email address that

they provided with their 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. GENERAL:** By entering, the Eligible Teacher 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 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 Sweepstakes or acceptance, use of the prize, participating in or traveling to or from any prize-related activity. The Eligible 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 Sweepstakes and/or accepting a prize, the Eligible Teacher 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 (including the names and likenesses of any students included in the entry) for any lawful purposes in connection with the Sweepstakes, 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 Sweepstakes, including, without limitation, errors, problems, or malfunctions that may occur in connection with the administration of the Sweepstakes, the announcement of the prizes, the processing or judging of entries or any 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 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 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 Sweepstakes) the 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 Sweepstakes.

**6. WINNER'S NAME:** The names of the Winning Teacher will be available on approximately December 12, 2019. You may request the names of the Winner by sending an email to [flauntit@scholastic.com](mailto:flauntit@scholastic.com) with the subject line "Project Flaunt Teacher Sweepstakes Winner List."

**SWEEPSTAKES SPONSOR:** Scholastic Inc., 557 Broadway, New York, NY 10012. For any questions or concerns regarding this Sweepstakes, please contact [flauntit@scholastic.com](mailto:flauntit@scholastic.com).