

**Rural Youth Traffic Safety Message Campaign
Official Rules
NO PURCHASE IS NECESSARY TO ENTER OR WIN.**

The U. S. Department of Transportation Rural Youth Traffic Safety Message Competition (the "Competition") starts **May 13, 2008** at 12:01 AM Eastern Time ("ET") and ends **October 31, 2008** at 11:59 PM ET ("Competition Period").

ELIGIBILITY: Local youth organizations that comprise of youth members who are legal residents of the 50 United States and the District of Columbia, and, as of March 1, 2008, **are between the ages of 13 and 24, currently enrolled in middle/high school or college and a member of a school- or community-supported local organization.** Employees of National Organizations for Youth Safety ("NOYS") (Sponsor), and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son and their respective spouses, regardless of where they reside) and persons living in their same households, whether or not related, are not eligible to enter or win. An eligible minor should have his/her parent's or legal guardian's permission to enter. Void where prohibited by law. Competition is subject to all applicable federal, state and local laws.

HOW TO ENTER: During the competition Period, visit **noys.org** and follow the directions provided to completely fill out and submit the application form, which includes: name, phone number (including area code), email address and job title of the team's adult advisor; team's school or community-based organization's name, complete address, phone number (including area code); adult advisor's name; name of message campaign, and description of the campaign and project (limit 500 words). Teams should obtain permission from their parents/legal guardians, adult advisors before submitting their entry. The individual submitting the entry will be deemed the designated representative for the team submitting the entry and such person will be authorized to make decisions on behalf of the team. If such team's entry is selected as a finalist, the designated representative will be contacted and required to facilitate the signing and returning of all required documents. All entries must be postmarked or received by 11:59 PM ET on **June 30, 2008** to be considered. By entering, team members (and, if eligible minors, their parents or legal guardians) agree to comply with these Official Rules. Entries generated by script, macro or other automated means are void. Limit one (1) entry per team. Multiple entries submitted by a team after the first entry submitted by that team or email address will be void. All entries become the sole property of the Sponsor and will not be returned.

Each entry must be the team's own original work, be in keeping with the Sponsor's image and may not be offensive, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights.

JUDGING: Round One All eligible entries received by Sponsor will be judged by a panel of qualified judges based on the following criteria: originality (35%); level of community involvement (30%); and communication of the following themes and messages: Rural Traffic Safety Community Concerns such as seat belt use, underage drinking and driving, and/or their states graduated driver licensing laws and their use of NYTSM and DOT branding (35%) (collectively, the "Judging Criteria"). NYTSM and DOT logos will be provided for download on **noys.org** for applicants to use in their proposals. You are only permitted to use the NYTSM and DOT logos in connection with your entry into this Competition. All rights to these materials are reserved by Sponsor and you are not permitted to exploit or otherwise make use of any such materials for any purpose other than for your entry to be submitted in this Competition. The top ten (10) entries will be deemed "Finalist Teams." In the event of a tie, an additional, "tie-breaking" judge will determine the Finalist Teams based on the Judging Criteria.

Finalist Teams will be notified on or about July 15, 2008, by telephone, mail and/or email. **Round Two** Finalist Teams will submit 4 project reports with supporting information including photos, electronic files, videos, and audio recordings documenting their team's progress in September and October. Deadline dates for filing reports are September 15, September 30, October 15, and a final report on October 31. Reports

can be submitted by e-mail or regular mail but must be dated by 11:50 p.m. ET on respective required dates. Subject to the verification of eligibility and full compliance with these Official Rules, the Finalist Team that receives the highest score from a panel of judges, as determined by Sponsor, will be deemed the potential Grand Prize winning team. The Finalist Team that receives the second highest score, as determined by Sponsor, will be deemed the potential Second Prize winning team, and the Finalist team that receives the third highest score, as determined by Sponsor, will be deemed the Third Prize winning team. In the event of a tie, an additional "tie breaking" judge will determine the winners based on the Judging Criteria.

Sponsor's and judges' decisions are final and binding on all matters relating to this Competition. Potential winners will be notified by telephone, mail and/or email. The members of each winning team (and, if minors, their parents or legal guardians) and their faculty advisors and principals will each be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law), which must be returned within three (3) days of date appearing on prize notification. Return of prize notification as undeliverable, failure to sign and return requested documentation within three (3) days of date of issuance or noncompliance with these Official Rules by any potential winner will result in disqualification and the prize may be awarded to a runner-up team, at Sponsor's sole discretion. If the principal is not authorized to sign these documents on behalf of the school, an authorized representative with signing authority must sign and return such documents on school's behalf. If any potential winner is an eligible minor in his/her jurisdiction of residence, prize may be awarded in the name of the parent or legal guardian, and such parent or legal guardian will be required to fulfill all eligibility requirements set forth herein.

PRIZES: (10) Teams selected as the top ten finalist teams will receive \$500 to be used to implement their project. (1) Grand Prize winning team will receive a \$5,000 cash prize (in the form of a check); (1) Second Prize winning team will receive a \$2,000 cash prize (in the form of a check); (1) Third Prize winning team will receive a \$1,000 cash prize (in the form of a check). Prize money can be used to support traffic safety activities or to provide scholarships to students who show leadership in conducting traffic safety programs. (6) Each of the top three teams will receive a funded trip for the adult advisor and one youth to travel to Washington, DC for an awards ceremony. All prizes will be awarded to the local youth organization not to individuals.

Cash prizes will be awarded as checks. All prize details are at the sole discretion of the Sponsor. Grant is subject to certain terms and conditions as specified by provider. No substitution or transfer of prize is permitted, except by Sponsor, which reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prizes are the sole responsibility of the winning team members, school and non-profit national youth organization as applicable). Total approximate value of all prizes: \$18,000. Prize money can be used to support traffic safety activities or to provide scholarships to students who show leadership in conducting traffic safety programs.

GENERAL: By participating, each entrant of the youth organization's team (and, if an eligible minor, his/her parent or legal guardian) agrees: (a) to abide by these rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Competition; (b) to release, discharge and hold harmless Sponsor, National Organizations for Youth Safety, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Competition or any Competition-related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, voice, performance, photograph/video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By accepting a prize, each local organization agrees to the use of its name, location, trademarks, logos, photograph, and/or image in any and all media now or hereafter known, worldwide and on the Internet and in perpetuity by Sponsor and its designees,

without compensation (unless prohibited by law) or additional consents from school and/or non-profit national youth organization or their authorized representatives or any third party and without prior notice, approval or inspection, and to execute specific consent to use if asked to do so.

By submitting an entry, each entrant of the youth organization's team (and, if an eligible minor, his/her parent or legal guardian) agrees that Sponsor shall own entry (and all elements of such entry) and, if a member of a Finalist Team, and understands that Sponsor and its designees may edit, publish, use, adapt, exploit, modify, copy, disseminate or dispose of any entry, the concepts embodied therein or any elements thereof, including names, likenesses and locations embodied therein, in any and all media now or hereafter devised for advertising, promotion, and other purposes, worldwide, in perpetuity, without compensation, permission or notification from the entrant or any third party of any kind, except as prohibited by law.

Released Parties are not responsible for lost, late, misdirected, damaged, stolen, altered, garbled, incorrect, incomplete or delayed entries, all of which will be void. Released Parties are not responsible for any other errors or malfunctions of any kind, whether network, printing, typographical, human or otherwise relating to or in connection with the Competition, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Competition, the processing or judging of entries, the tabulating of votes, the announcement of the prizes or in any Competition-related materials. Sponsor reserves the right to modify, suspend or terminate the Competition in the event it becomes infected by a computer virus, bug, or is otherwise technically impaired, and to cancel or suspend the Competition in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes corrupt the administration, security, fairness, integrity or proper play of the Competition and, if terminated, at Sponsor's discretion, determine the winners from among all non-suspect, eligible entries received up to time of cancellation using the judging procedure outlined above. Sponsor or any of its representatives or to otherwise be acting in violation of these Official Rules. **CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER SUCH REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW AND TO DISQUALIFY SUCH INDIVIDUAL FROM THE COMPETITION.**

REQUEST FOR WINNERS' NAMES: For a list of winners (available after November 28, 2008) send a self-addressed, stamped, envelope by October 31, 2008, to: **NOYS 7371 Atlas Walk Way #109, Gainesville, VA 20155.**

This Competition is sponsored by U. S. Department of Transportation.