

National Youth Traffic Safety Month Awards

National Organizations for Youth Safety

OFFICIAL RULES FOR 50 BEST CONTEST RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

ELIGIBILITY: National Youth Traffic Safety Month Awards for the 50 Best Contest are open only to legal residents of the fifty (50) United States, or the District of Columbia (except for Maine) between the ages of 15-24. All applicable federal, state and local laws and regulations apply. Void where prohibited.

AWARD PERIOD: The Award process runs between 12:00 a.m. Eastern Time ("ET") on March 1, 2010 and 11:59 ET on May 31, 2010 (the "Award Period").

HOW TO ENTER: During the Award Period, visit <http://noys.org/YouthTrafSafe/toolkit.html> and follow the links and instructions to complete the registration. Complete and submit the registration, including a valid address. Enter the Award Contest by submitting your registration.

Proof of submission or sending is not proof of receipt by National Organizations for Youth Safety ("Sponsor"). All submissions become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to edit, adapt, and publish any or all of submissions, and may use them in any media without attribution or compensation to the contestant, his or her successors or assigns, or any other entity.

SUBMISSION OF ANY ENTRY IN THIS AWARD CONTEST CONSTITUTES ENTRANT'S IRREVOCABLE ASSIGNMENT, CONVEYANCE, AND TRANSFERENCE TO SPONSOR OF ALL RIGHT, TITLE, AND INTEREST IN THE ENTRY, INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS.

Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, or misdirected submissions, which are void. In addition, by entering, contestants represent and warrant that the entries that they submit:

- Are their own original creations;
- Do not infringe any other person's or entity's rights including music, art, etc.; and
- Are youth-led projects.

LIMIT: One (1) entry per organization during the Award Contest Period.

JUDGING FOR WINNERS: Winners will be chosen based on the following criteria:

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| I. <u>Project Description:</u>
(50 points) | Addresses a traffic safety concern = 10 points
Used a peer to peer approach = 5 points
Empowered youth to take action = 10 points
Collaboration(s) with other organizations = 10 points
Resources used/created = 5 points
Promotion of youth traffic safety in community through media and outreach = 10 points |
| II. <u>Summary of Results:</u>
(20 points) | Impact made on the community = 10 points
Success of efforts = 10 points |
| III. <u>Media Efforts:</u>
(15 points) | Promotion of youth traffic safety = 15 points |
| IV. <u>Supporting Documents:</u>
(10 points) | Submission of photos and supporting documents = 10 points |
| V. <u>Presentation:</u>
(5 points) | Grammar and spelling = 5 points |
| VI. <u>NOYS Member:</u>
(+10 points) | 10 point preference = +10 points |

TOTAL: 100/110 points

Qualified judges, whose decisions regarding the contest and related matters are final, will choose the Award Contest winners. Winners will be notified by phone, mail or email on or about June 30, 2010. Winners must comply with all Award Contest rules as published. In the event of a tie the submission that is the most creative, as determined by judges in their sole discretion, will win the prize. Winners agree to conduct any and all media interviews related to the contest if requested and approved by National Organizations for Youth Safety, and not disparage National Organizations for Youth Safety or its partners during interviews. Failure to comply with this requirement for any reason or return of prize notification or prize as undeliverable will result in forfeiture of prize and an alternate winner will be selected by the judges from the remaining eligible entries and award the prize. Acceptance of any prize shall constitute and signify the winner's agreement and consent that Sponsor may use the winner's name, address (city, state), likeness, and/or prize information for contextual purposes worldwide, including the internet, without limitation and without further payment or consideration, except where prohibited by law. Including incorporation of winner into an award publication. Winners will be responsible for providing National Organizations for Youth Safety with digital photos to be used in the campaign (online banner units). The units will appear on various sites to promote the campaign message. National Organizations for Youth Safety has no control over where the promotion will appear as media is donated.

PRIZES: FIFTY (50) GRAND PRIZES (\$1,000 per each winning local organization). For all prizes: All taxes on the prize are the winner's responsibility. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize for one of equal or greater value if the designated prize should become unavailable for any reason. Prizes consists only of those items specifically listed as part of the prize – any item, cost or expense not specifically listed as part of the prize is the sole responsibility of the winner. Limit: One (1) prize per local organization. Total ARV of all prizes: \$50,000.

GENERAL RULES: By entering or participating in the Contest, participants agree to be bound by these Official Rules. Sponsor assumes no responsibility for electronic hardware, programming or software malfunctions, or failures, or line connections, accessibility or availability, or technical failures of any kind, or unauthorized human intervention, or the incorrect or inaccurate capture of any entry or other information, or for the failure to capture any such information. Sponsor is not responsible for: (1) any incorrect or inaccurate information, whether caused by contestants, or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; or (4) technical or human error which may occur in the administration of the Contest or the processing of entries. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims. Further, if, for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, at their sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winner for the Contest, from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor.

Participants, by receipt of a prize in this Award Contest, hereby waive and release, and agree to hold harmless the Sponsor, all promotions and advertising agencies, and their respective parents, subsidiaries, affiliates, distributors, advertising and promotions agencies and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of the prize in the Award Contest, or their participation in the Award Contest, or their participation in any Award Contest or prize related activity, or any travel related to the Award Contest or any travel for any prize related activity. Winner also further acknowledges that Sponsor, their affiliates, subsidiaries, employees, officers, directors, and promotions and advertising agencies have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize or these Award Contest including but not limited to quality, condition or fitness for a particular purpose. Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Award Contest or any prize awarded shall be resolved under the laws of the State of Virginia, without respect to any conflict of law issues, and entrant agrees that such shall be resolved individually, without resort to any form of class action, and exclusively by the Federal and State Courts of Virginia.

PERSONAL INFORMATION: Information collected from entrants is subject to the National Organizations for Youth Safety Privacy Policy set forth at the NOYS Web site, www.noys.org.

RULES/WINNER'S LIST REQUESTS: To obtain these rules or a winners list, send a self-addressed stamped envelope to: NOYS, 7371 Atlas Walk Way #109, Gainesville, VA, 20155. Requests for winner's lists must be postmarked by May 31, 2010.

This Contest is funded by The Allstate Foundation, 2775 Sanders Road, Suite F4, Northbrook, IL 60062.