

## **FASTEN YOUR SEAT BELT...GO FAR! CONTEST**

Official Rules:

**WHO CAN ENTER: NO PURCHASE NECESSARY.** This contest is open to students in grades 9 through 12 who are residents of the United States, except employees (and their immediate families) of Scholastic Inc. and Volkswagen of America, Inc. and their respective affiliates, subsidiaries, officers, directors, agency employees, and all others associated with the development and execution of this contest. Contest subject to all federal, state, and local laws. Void where prohibited.

**HOW TO ENTER:** Entrants will create an original public service announcement (PSA) that convinces teens to buckle up every time they get in a car. All eligible entries must include a videotape or digital video of a thirty-second PSA and a six-panel storyboard including dialogue, a description of each scene, and a description of any music/sound effects. Entries must be accompanied by a completed entry form. Only one entry will be accepted from each student.

By entering, the entrant represents and warrants that the entry is his or her original work and that it does not contain previously published and/or copyrighted material (including but not limited to music) and agrees to release and hold harmless Volkswagen of America, Inc. and Scholastic Inc. and any other organizations related to the contest 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 a prize or parts thereof.

All submissions, and any and all rights in submissions, become the property of Volkswagen of America, Inc. No entries can be returned.

**DEADLINE:** Mail entries to Fasten Your Seat Belt...Go Far! Contest, Scholastic/SMP, P.O. Box 713, New York, NY 10013-0711. Entries must be postmarked by May 3, 2005, and received by May 10, 2005. Scholastic Inc. and Volkswagen of America, Inc. are not responsible for late, lost, stolen, damaged, illegible, or postage-due entries or mail.

**JUDGING:** Seven semifinalists and three finalists will be selected on the basis of their entries' persuasiveness, logical organization, clarity, and creativity. Entries will not be judged on the quality of filming or artistic ability. Each finalist and semifinalist will be notified by mail. The PSAs of the three finalists will be broadcast nationally on television. From among the three finalists, one Grand Prize Winner, one Second Prize winner, and one Third Prize winner will be selected via a national Web site. Each finalist's and semifinalist's parent or legal guardian will be required to sign and return an Affidavit of Eligibility and liability/publicity release by June 20, 2005, or else an alternative winner may be selected. By accepting the prize, each winner grants to Volkswagen of America, Inc. and Scholastic Inc. the right to use his or her name, likeness, hometown name, biographical information, and entry for purposes of advertising and promotion without further notice or compensation, except where prohibited by law.

**PRIZES:** All participating students will receive a certificate of participation and a baseball hat from Volkswagen. The first 100 teachers to send in student entries will receive a \$50 Scholastic gift certificate. Seven semifinalists will receive a personal letter of recognition from Volkswagen's president and CEO, and a certificate of participation. Three finalists will each receive a digital video camera (ARV: \$400), a certificate of participation and a chance to see their video broadcast nationally on television. Selected from the three finalists, one Grand Prize Winner will receive a \$10,000 U.S. savings bond; one Second Prize winner will receive a \$3,000 U.S. Savings Bond; and one Third Prize winner will receive a \$1,500 U.S. Savings Bond. The teachers of the three finalists will receive an Apple G5 computer with flat screen monitor and Final Cut Pro Express software for classroom use (ARV: \$3,000) and a \$100 Scholastic gift certificate for classroom supplies. All prizes must be awarded by May 3, 2006.

Any and all taxes, where applicable, are the sole responsibility of the winners. No cash substitutions, transfers, or assignments of prizes are allowed, except by Scholastic in case of unavailability, in which case a prize of equal or greater value will be awarded.

**NOTIFICATION/ANNOUNCEMENT:** Finalists and semifinalists will be notified on or about June 10, 2005. For the names of finalists (available after June 21, 2005), send a stamped, self-addressed envelope to: WINNERS: Fasten Your Seat Belt...Go Far! Contest, Scholastic/SMP, P.O. Box 713, New York, NY 10013-0711.

**SPONSOR:** Volkswagen of America, Inc., 3800 Hamlin Road, 4F02 Auburn Hills, MI 48326