

2024 DRIVE2LIFE PSA CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. CONTEST SUBJECT TO THESE OFFICIAL RULES.

1. TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. To enter the **Drive2Life PSA Contest** (the "Contest"), an Eligible Student (as defined below) must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") video to empower passengers to speak up for safe driving. Only individual entries will be accepted — NO GROUP ENTRIES. No videos or discs will be accepted. The student's teacher or parent/legal guardian must download the entry form available at nrsf.org/contests/drive2life ("contest website"). Contest starts at 12:01 a.m. Eastern Time ("ET") on **January 15, 2024**, and ends at 11:59 p.m. ET on March 25, 2024 (collectively, the "Entry Period"). The Submitting Teacher or Parent/Legal Guardian may either submit the entry electronically (upload) on the contest website or through the mail to:

Drive2Life PSA Contest
c/o National Road Safety Foundation
18 East 50th Street
New York, NY 10022

Uploaded entries must be submitted by 11:59 p.m. ET on March 25, 2024, and mail-in entries must be postmarked by March 25, 2024, and received by April 1, 2024.

2. ELIGIBILITY: The Contest is open only to individual students ages 13 to 19 in grades 6–12 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 (the "Submitting Teacher") or a parent/legal guardian (the "Submitting Guardian").** The Eligible Student's entry must include a completed entry form that includes the student's name, grade, and age; the title of the PSA; the student's school's name, address, city, state, zip code, and phone number; and the teacher's name, email, and phone number. Entries of participants under the age of 18 must be accompanied by a parent or legal guardian's signature of approval, as well as a parent or legal guardian's name, phone number, and email address. The Submitting Teacher or Submitting Guardian must be over 18 (19 in AL or NE) at the time of submission and residents of the United States (or the District of Columbia). Employees of ADTSEA (American Driver & Traffic Safety Education Association) The National Road Safety Foundation ("NRSF") 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, "ADTSEA, NRSF, 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 or Submitting Guardian 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/ Submitting Guardian and Eligible Student agrees NRSF shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom and that it and its designees may exploit, edit, publish, use, adapt, modify, create derivative works from or dispose of any entry and elements embodied therein online, 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 additional compensation or notification to or permission of the Submitting Teacher/ Submitting Guardian and Eligible Student, except as prohibited by law.

Personally identifiable information of each Eligible Student and Submitting Teacher/Submitting Guardian submitted in connection with an entry shall be subject to NRSF's privacy policies, which can be found at: nrsf.org/nrsf-terms-use

By submitting an entry in this Contest, the entrant understands and consents to the collection, maintenance, processing, and transfer of his or her information in and to the United States and other countries and territories, and to NRSF. The entrant acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with United States federal or applicable state law.

Each entry must be in keeping with ADTSEA and NRSF's images and may not be offensive or inappropriate, as determined by ADTSEA and NRSF in their sole discretion. Furthermore, an entry may not defame or invade publicity rights or the privacy rights of any person, living or deceased, or

otherwise infringe upon any person's personal or property rights or any other third-party rights. ADTSEA and NRSF reserve the right to disqualify any entry they deem to be offensive, inappropriate, or not in keeping with ADTSEA's and NRSF's images, in their sole discretion.

4. JUDGING CRITERIA: All entries will be judged on the following criteria:

- Originality and creativity [10 points] (Is the PSA script unique and creative?)
- PSA concept [10 points] (Does the PSA script clearly and accurately address the contest topic — to empower passengers to speak up for safe driving? Are the message and concept effective?)
- Clarity of message [10 points] (Is the idea communicated clearly? Is the PSA script well organized?)
- Quality of writing [5 points] (Does the PSA script reflect proper spelling and grammar?)

5. SELECTION OF WINNERS: One (1) Grand Prize Winner will be chosen. In addition, two (2) Runners-up will be chosen from each of two grade groupings (grades 6–8 and grades 9–12), for a total of four (4) Runners-up (the Grand Prize Winner and the Runners-up, collectively the "Winners").

Entries submitted will be judged by ADTSEA and NRSF. The potential winners will be notified on or around **April 22, 2024**. Each Submitting Teacher, Submitting Guardian, and Eligible Student agrees to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Contest. Potential Winners will be required to sign and return an affidavit of eligibility and liability/publicity release within ten (10) business days of notification attempt or an alternative winner may be selected.

By entering and/or accepting a prize, each Submitting Teacher, Submitting Guardian, Eligible Student, and/or Winners (including Teacher Winners as defined below) hereby releases and holds harmless ADTSEA, NRSF, and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

6. PRIZES: One (1) Grand Prize Winner will be chosen from among all eligible entries ("Grand Prize Winner"). The Grand Prize Winner will receive a cash prize of \$2,000 and the chance to work with an Emmy Award-winning producer to turn his or her entry into a 30-second video.

The PSA will be produced during the month of May 2024 for National Youth Traffic Safety Month, which is May. The Grand Prize Winner will provide any and all reasonable assistance to NRSF and/or ADTSEA in connection with the production of the PSA. The Grand Prize Winner's production experience and the final PSA will be featured on the nationally syndicated TV show *Teen Kids News*. The video of the PSA may be posted on NRSF's and ADTSEA's websites and social media platforms.

Four (4) Runners-up Winners will also be chosen, two in grades 6–8 and two in grades 9–12 ("Runner-up Winner"). Each Runner-up Winner will receive a cash prize of \$500 and will have their name, school, and PSA title posted on the NRSF website.

Approximate Retail Value of all student prizes: \$4,000.

The teacher of the Grand Prize Winner and the teachers of the four (4) Runner-up Winners ("Teacher Winners") will each receive a \$100 Visa Gift Card (Total ARV of teacher prizes: \$500). For purposes of the Contest, the Teacher Winner is defined as the teacher listed on the Student Contest entry form.

No cash substitutions for prizes. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by the Sponsor's sole discretion. Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

7. GENERAL: By entering, the Eligible Student and Submitting Teacher/Submitting Guardian agree to release and hold harmless ADTSEA, NRSF, 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. ADTSEA and NRSF are not responsible for delays in receiving or responding to winner prize notifications and such winner may be disqualified at ADTSEA and NRSF'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/Submitting Guardian grant to ADTSEA, NRSF, 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, natural disasters, Covid, or any other cause beyond the control of ADTSEA and NRSF, 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, ADTSEA and NRSF shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

8. WINNERS' NAMES: The names of the Winners will be available on or about **May 3, 2024**. You may request the names of the Winners by sending an email to feedback@nrsf.org with the subject line "2024 Drive2Life PSA Winners' List."

9. CONTEST SPONSOR: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022.

10. ADMINISTRATOR: The National Road Safety Foundation

For questions, please email feedback@nrsf.org



nrsf.org



adtsea.org