

2010 CANADIAN LIVES THAT MAKE A DIFFERENCE™ ESSAY CONTEST

1. HOW TO ENTER: Individual students in grades 5-12 (students under 13 years of age are subject to school board approval and must submit a parental/guardian consent form with entry) may enter the contest by writing and submitting an original essay supporting their choice of an important person that had a significant impact on Canadian society between January 1, 2010 through December 15, 2010. The essay must explain whether the impact was positive or negative on society. Essays do not necessarily need to be written on a person(s) of Canadian origin. Essay must be legible and is limited to 300 words or less. Entries over 300 words or not properly labelled will not be eligible. Each entry MUST include the student's name, complete address, postal code, telephone number, age, grade, name of teacher, school, school address, and local cable system. Send entries to: CANADIAN LIVES THAT MAKE A DIFFERENCE™ ESSAY CONTEST, c/o Temple Scott Associates, 95 King Street East, 4th Floor, Toronto, ON M5C 1G4. You may enter as often as you wish, but each entry must be a different essay. Contest begins September 1, 2010 and ends December 15, 2010. Entries must be received no later than December 15, 2010. Entries received beyond the December 15 deadline will not be considered.

2. PRIZES: Prizes will be awarded in two grade levels: 5th-8th grade and 9th-12th grade. Two winners will be selected in each level. Each student winner receives a prize, along with the department/classroom of his/her teacher and school.

5TH-8TH GRADE LEVEL

GRAND PRIZE (1): Student: \$3,000 Cash Prize
Department/Classroom of Teacher: \$1,000 Cash (Cdn.)

FIRST PRIZE (1): Student: \$2,000 Cash Prize
Department/Classroom of Teacher: \$1,000 Cash (Cdn.)

9TH-12TH GRADE LEVEL

GRAND PRIZE (1): Student: \$3,000 Cash Prize
Department/Classroom of Teacher: \$1,000 Cash (Cdn.)

FIRST PRIZE (1): Student: \$2,000 Cash Prize
Department/Classroom of Teacher: \$1,000 Cash (Cdn.)

Winners will be selected on or about February 3, 2011 and will be notified by mail or phone. Essays will be judged based on the following criteria: Persuasiveness (1/3); Creativity (1/3); Relevancy (1/3). In judges' sole opinion, the best overall essays will be chosen. Essays that contain more than 300 words and/or are not legible are not eligible. Winners will be selected from entries submitted by students in grades 5-8 and 9-12 by a panel of judges consisting of Canadian teaching professionals and A&E™ executives. The judges' decisions are final on all matters relating to this contest. Prizes will be awarded on or about April 1, 2011. Prizes must be accepted as awarded and are not transferable; no substitutions or cash equivalents are allowed except by the sponsor who reserves the right to award a prize of equal or greater monetary value if advertised prize is unavailable. Student prizes will be awarded in the name of a parent or legal guardian. All winners will be required to verify address or execute and return a declaration of

compliance with contest rules and eligibility, authenticity, non-infringement of rights of any third party, liability/publicity release releasing the sponsor, its agents and other related parties from and against any liability resulting from or related to the contest and acceptance or use of the prize, and assignment of rights within 10 days of notification attempt or the prize will be forfeited and an alternate winner will be selected. Schools must also execute a release of liability in connection with prizes they receive. Taxes, if any, related to the prize are the responsibility of the individual winners and the school recipients. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of any prize.

3. Essays must be the sole, original work of the entrant. Judges may disqualify previously published essays or those that have won previous awards or competitions. All essays become the property of **A&E Television Networks** and will not be acknowledged or returned. Entrants acknowledge and agree that they waive all rights of any kind whatsoever to their entries and that their entries become the property of **A&E Television Networks**, which thereby has the right to edit, adapt, modify, reproduce, publish, promote and otherwise use entries in any way they see fit. Acceptance of prize constitutes permission to use the winners' names, cities, statements and likenesses without further compensation, except where prohibited by law. No responsibility is assumed for lost, misdirected, illegible, damaged, incomplete, postage due or late entries or mail. No information regarding entries or judging will be disclosed. No correspondence will be entered into except with contest winners.

4. Non-compliance with these rules may result in an alternative winner being chosen.

5. ELIGIBILITY: The contest is open to students in grades 5-12, as of September 1, 2010, who are residents of Canada (not including Quebec) and who are enrolled full-time in a Canadian school, except employees and their families of **A&E Television Networks**, their parent companies, affiliates, subsidiaries, advertising and promotion agencies, public relations agencies and members of the families and households of the above-mentioned persons. **WE ARE SORRY BUT DUE TO PROVINCIAL RESTRICTIONS THIS PROGRAM IS NOT AVAILABLE IN QUEBEC.** This offer is void wherever prohibited and subject to all federal, provincial and local laws. If a school board disapproves of this contest, entries from that school will not be eligible. Essays from students under the age of 13 must be accompanied by the form attached, fully completed and signed by the parent or guardian giving his/her consent to the entrant's participation in this contest and his/her acceptance of/compliance with the contest rules on behalf of the entrant.

6. CANCELLATION CLAUSE: Sponsor reserves the right to terminate or amend this contest whether in whole or in part at any time without notice if any factor interferes with its security, fairness or administration as contemplated by these official rules.

7. For a list of winners, send a self-addressed stamped envelope by February 27, 2011 to: CANADIAN LIVES THAT MAKE A DIFFERENCE™ ESSAY CONTEST, c/o Temple Scott Associates, 95 King Street East, 4th Floor, Toronto, ON M5C 1G4.

8. The sponsor of this promotion is **A&E Television Networks**, New York, NY. ©2011 A&E Television Networks. All rights reserved. 0529.

STATEMENT OF CONSENT

I agree to allow my son/daughter _____ to participate in the **A&E Network® Canadian Lives That Make a Difference Essay Contest**. I am in accordance with the terms outlined in the rules.

Signature of Parent or Guardian

