



**LIVES THAT MAKE A DIFFERENCE ESSAY CONTEST OFFICIAL RULES –
NO PURCHASE NECESSARY. VOID IN PUERTO RICO AND WHERE PROHIBITED**

1. HOW TO ENTER: Individual students in grades 5-12 as of 11/15/06 may enter the contest by writing and submitting an original essay supporting their choice of an important person who they think has made the greatest difference in their local neighborhood or global community between **January 1, 2006 and January 1, 2007**. The essay must explain whether the impact was positive or negative on society. Essay must be legible and is limited to 300 words or less (including I, a, etc.). Each entry must include the student's name, complete address, zip code, telephone number, age, grade, essay word count, parent or legal guardian's name, name of teacher, school, school address, and local cable system (if known). Students should send entries to: **Lives That Make a Difference Essay Contest**, P.O. Box 7952, Melville, NY 11775-7952. Students may enter as often as they wish, but each entry must be a different essay about a different person and mailed in a separate postage-paid envelope. A teacher may submit multiple student entries in bulk, as long as each individual entry contains the required information. Contest ends 1/17/07 and entries must be received no later than 1/24/07. Mechanically reproduced entries are void.

2. PRIZES: There will be two grade level prize tiers: 5th-8th grade and 9th-12th grade. One Grand Prize winner and One First Prize winner will be selected for the 5th-8th grade level and one Grand Prize winner and one First Prize winner will be selected for the 9th-12th grade level. Each student winner receives a prize, along with his/her teacher and school.

5th-8th Grade level

GRAND PRIZE (1): Student: Five Thousand Dollars (\$5,000) (awarded in the form of a check)

Teacher: Five Hundred Dollars (\$500) grant to use for Classroom Activities (awarded in the form of a check)

School: A&E: Lives that Make a Difference DVD Library (At least 8 hours in length; Est. Retail Value: \$200)

FIRST PRIZE (1): Student: Two Thousand Five Hundred Dollars (\$2,500) (awarded in the form of a check)

Teacher: Two Hundred Fifty Dollars (\$250) grant to use for Classroom Activities (awarded in the form of a check)

School: A&E: Lives that Make a Difference DVD Library (At least 8 hours in length; Est. Retail Value: \$200)



9th-12th Grade level

GRAND PRIZE (1): Student: Five Thousand Dollars (\$5,000) (awarded in the form of a check)

Teacher: Five Hundred Dollars (\$500) grant to use for Classroom Activities (awarded in the form of a check)

School: A&E: Lives that Make a Difference DVD Library (At least 8 hours in length; Est. Retail Value: \$200)

FIRST PRIZE (1): Student: Two Thousand Five Hundred Dollars (\$2,500) (awarded in the form of a check)

Teacher: Two Hundred Fifty Dollars (\$250) grant to use for Classroom Activities (awarded in the form of a check)

School: A&E: Lives that Make a Difference DVD Library (At least 8 hours in length; Est. Retail Value: \$200)

Entries will be judged based on the following criteria: Persuasiveness (1/3); Creativity (1/3); Suitability (1/3). Essays that contain more than 300 words and/or are not legible are not eligible. Winners will be selected by a panel of educators selected by Sponsor whose decisions are final on all matters relating to this contest. In the event of a tie, tied entries will be re-judged based solely on creativity. All Prizes will be awarded. Winners will be notified by overnight mail by 2/16/2007. All Prizes are not transferable; no substitutions are allowed, except by the sponsor who reserves the right to award a prize of equal or greater value if advertised prize is unavailable. Student prizes will be awarded in the name of a parent or legal guardian. All parent/legal guardians of student winners will be required to execute and return an affidavit of eligibility, authenticity, liability/publicity release and assignment of rights within ten (10) days of notification attempt or the prize will be forfeited and an alternate winner determined. Corresponding winning teachers will be required to complete a prize acceptance form prior to prize award after winning students are notified. Taxes, if any, related to the prize are the responsibility of the individual winners and winners of prizes in excess of Six Hundred Dollars (\$600) or more will be issued an IRS 1099 tax form for the actual value of his/her prize. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of any prize.

3. GENERAL: Contest is governed by the laws of the State of New York. Any and all disputes relating to this contest shall be resolved solely within the Courts of applicable jurisdiction in the County and State of New York. All entries must be the sole, original work of the entrant. Judges may disqualify previously published essays, those that have won previous awards or competitions or those that are deemed lewd or offensive. Entries become the property of A&E Television Networks and will not be acknowledged or returned.



Entrants/winners acknowledge and agree 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 it sees fit without any compensation to entrant whatsoever. By entering this contest entrants/winners agree: (1) to release the Sponsor and its agents from all liability, loss or damage arising out of their participation in the contest and with respect to their acceptance and use/misuse of the prizes; (2) to be bound by the Official Rules; and (3) to the use of their names and likenesses for advertising and promotional purposes solely in connection with this promotion, in all media worldwide (including online) without additional compensation, except in TN and where otherwise prohibited by law. No responsibility is assumed for lost, misdirected, illegible, damaged, postage due or late entries or mail. No information regarding entries or judging will be disclosed. Sponsor reserves the right to amend, modify or terminate the contest for any reason that prevents or hinders Sponsor's ability to fairly administer the contest. Failure to adhere to any part of these Official Rules, may result in disqualification of entry.

4. ELIGIBILITY: The contest is open to students grades 5-12, as of 11/15/06, who are legal residents of the Fifty (50) United States and the District of Columbia (not including Puerto Rico), except employees and their families of A&E Television Networks, their parent companies, affiliates, subsidiaries, advertising and promotion agencies, public relations agencies and Don Jagoda Associates, Inc. This offer is void in Puerto Rico and wherever prohibited and subject to all federal, state and local laws.

5. WINNERS: For a list of winners, available after 4/2/07, send a stamped, self-addressed envelope by 2/16/07 to: Lives That Make a Difference Essay Contest, P.O. Box 7996, Melville, NY 11775-7996.

6. RULES REQUEST: For a copy of these Official Rules, send a stamped, self-addressed envelope by 1/17/07, to: A&E LIVES THAT MAKE A DIFFERENCE ESSAY CONTEST RULES REQUEST, P.O. Box 7996, Melville, NY 11775-7996.

7. SPONSOR: The sponsor of this promotion is A&E Television Networks, New York, NY.