



CBS & EcoZone

“Green My School” Contest

Official Contest Rules

SPONSORS

Sponsors of the CBS & EcoZone Green My School Contest include EcoMedia, the CBS Corporation, TCP, O Organics, PG&E, Microsoft, US Green Building Council, Kiwi Magazine, and NOAA.

WHO MAY ENTER

The CBS & EcoZone Green My School Contest is open to any public schools with students between Kindergarten and twelfth grade within the City of San Francisco.

HOW TO ENTER

- To enter, each participating school must fill out and submit the Official Entry Form 2008-2009 in accordance the instruction contained in Official Rules. Each participating school must identify one or more Teacher Sponsor(s) and have their name and contact information appear on all forms. Entries without accurate contact information may not be accepted.
- Each Teacher Sponsor must send the completed Official Entry Form including the “Best Green Ideas” material completed by the students (the “Student Submission(s)”) to: EcoMedia, Attn: Green My School, 41 E. 11 Street, 11th Floor, New York, NY 10003.
- You can also find and submit the required entry materials at www.ecozonemedia.com/greenmyschool
- Each Teacher Sponsor may submit multiple entries by students.
- Student Submissions may consist of any of the following original (i.e., created by the student(s) who submit a Student Submission (“Student Participant(s)”) materials: presentations, creative writing, video (no more than 10 minutes), pictures, sketchbooks, artwork or music (no more than 10 minutes). **ALL STUDENT SUBMISSIONS MUST BE ORIGINAL WORKS.**
- All entry submittals become the property of the Sponsors. Sponsors are not responsible for lost, late, misdirected, mutilated, incomplete, illegible, or postage-due mail. Entries void if illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, or obtained through fraud or theft.



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REQUIREMENTS FOR STUDENT SUBMISSIONS

- If the Student Submission is a video, it must not be longer than ten (10) minutes in total running time;
- If the Student Submission is music, it must not be longer than five (5) minutes in total running time;
- Any music included as part of a video, used in a presentation, or submitted alone as a Student Submission, must be an original musical composition with original lyrics composed/written by the Student Participant(s);
- A Student Submission must be suitable for publication on national television
- any image/voice/depiction of any person other than the Student Participant(s) included in any Student Submission must be used with permission of such person;
- A Student Submission must not infringe any third party's rights, including, without limitation, copyright, trademark, right of publicity, right of privacy or trade secret and, must not in any way violate applicable laws and regulations or network standards;
- A Student Submission must not contain any commercial content that promotes any product or service or contains or references any third party names, logos, service marks, trademarks, trade names or trade dress (including on any clothing worn by the Student Participant who may appear in the Student Submission video or photo);
- All entries must be in English.

DEADLINE

The contest begins October 1, 2008, and ends December 10, 2008. Entries must be postmarked by December 10, 2008. Entries received after December 17, 2008 will not be considered.

JUDGING PROCESS

- All entries must be submitted by the deadline for consideration.
- One Grand Prize Winner will be selected from among all eligible entries received within the City of San Francisco.
- The Grand Prize Winner will be chosen by a national committee comprised of EcoMedia's Advisory Board, San Francisco Unified School District officials, City of San Francisco officials, non-profit participants, sponsors, and our local media partners based on the completeness of answering the “Best Green Ideas” questions (page 5 of the Official Entry Form), clarity of expression, originality, and creativity.



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- The Grand Prize Winner will be notified by e-mail and regular mail on or about January 14, 2009.
A formal announcement of the Grand Prize Winner with our sponsors to follow.

NO PURCHASE IS NECESSARY AND A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. CHALLENGE IS VOID WHERE PROHIBITED. Selection by the committee is final. The Grand Prize Winner will be required to sign an affidavit of eligibility, liability release and certification to allow EcoMedia to carry out environmental renovations at the school by the end of the 2008-2009 school year. Noncompliance or return of prize notification as undeliverable will result in disqualification and selection of an alternate winner. Sponsors reserve the right to select an alternate winner should the Grand Prize Winner be unable to accept the Grand Prize for environmental improvements. By participating, participants agree to release, discharge and hold harmless Sponsors, CBS Corporation, EcoMedia, LLC, and their partners, parents, affiliates, subsidiaries, advertising agencies, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this contest or any contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder. Participants also agree (a) to be bound by these Official Rules; (b) that the decisions of the committee are final on all matters relating to the contest; and (c) if he/she wins that Sponsors may use the winning submission and/or his/her name, and/or likeness, and/or voice for advertising and promotional purposes without compensation and upon request, to provide consent to such use in writing. This contest is subject to federal, state, and local laws and regulations. Certain restrictions may apply.

OWNERSHIP/USE OF ENTRY

By submitting a completed Entry (including Student Submission(s)), Participating School and the Teacher Sponsor agree that Sponsors shall own the Entry (including the Student Submissions and all rights embodied therein) and that Sponsors and their designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the name, likeness and performance of the person depicted embodied therein, in any and all media now known or not currently known, throughout the world in perpetuity without compensation, permission or notification to entrant or any third party and agree, upon request, to confirm the foregoing in writing.



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Official Contest Rules (Continued)

CONTEST PRIZE

One Grand Prize Winner will be selected in each participating city. Over \$100,000 will be spent on the Grand Prize Winner in each participating city for the CBS & EcoZone Green My School contest, which will include a sustainable leave behind program for schools participating in the contest, and all products and services. The Grand Prize Winner will be the recipient of environmental improvements to the school, based on an assessment of the feasibility of projects by CBS/EcoMedia, the school's Facilities Manager, the Teacher Sponsor(s), and the Principal. These improvements will be completed by a licensed contractor(s) that meets both CBS/EcoMedia and the Grand Prize Winner's approval. Sponsors reserve the right to substitute the prize in which case a prize of equal or greater value will be awarded. Any ongoing maintenance, replacement or repair obligations pertaining to the environmental improvements installed or constructed for the Grand Prize Winner shall be the sole responsibility of the Grand Prize Winner, unless some of the prize funds are allotted for these purposes by mutual signed agreement of the parties prior to project implementation.