



DRIVE SAFE ATLANTA 2020 PSA CHALLENGE OFFICIAL RULES

NO PURCHASE NECESSARY. Void where prohibited. A purchase will not increase the chances of winning. The Drive Safe Atlanta PSA Challenge ("Challenge") starts on November 4th, 2019, and ends on January 27th, 2020. All entries must be received by midnight of January 27th, 2020.

How to Enter: To enter the Challenge, you must be between the ages of 13 and 19, going to school in the State of Georgia, and create a written script or description for a 30-second public service announcement ("PSA") about Speeding.

No videos will be accepted.

Entrants may download an entry form for Drive Safe Atlanta from www.teenlane.org.

Completed entries can be emailed to info@nrsf.org or mailed by the deadline date to Drive Safe Atlanta PSA Challenge, The National Road Safety Foundation, Inc., 18 East 50th Street, New York, NY 10022. All entries must include the PSA script or description, entry form with your name, address and phone and/or email contact information, as well as the name and address of the school you attend. Entries from students under the age of 18 must be signed by a parent or guardian, with parent/guardian's contact information (phone and/or email address).

Each entry must be in keeping with image of The National Road Safety Foundation ("NRSF") and the Atlanta International Auto Show and may not be offensive or inappropriate, as determined by NRSF and the Atlanta International Auto Show 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. NRSF reserves the right to disqualify any entry it deems to be offensive, inappropriate, or not in keeping with NRSF's and the Atlanta International Auto Show's images, in their sole discretion.

Eligibility: The Challenge is open only to students who are currently ages 13 – 19 and reside in the state of Georgia and are legal residents of the United States, attend a public school, accredited private school, or home school (" Schools") in compliance with the laws of its state. Employees of NRSF and the Atlanta International Auto Show and members of their immediate families living in the same household, their parents, subsidiaries, affiliates, and their advertising, promotion, and production agencies, are not eligible to enter.

All personal information collected from entrants, parents/ guardians and teachers will be retained in accordance with NRSF's records-retention policies for the Challenge (all entries will be kept for one year following selection of the winner; all winning entries will be kept for up to three years). By submitting an entry in this Challenge, 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.

The entries will be provided to both NRSF and Atlanta International Auto Show, and will be subject to the privacy policy of NRSF and subject to review by the Atlanta International Auto Show. NRSF privacy policy can be found at <http://www.nrsf.org/terms>.

NRSF and the Atlanta International Auto Show are not responsible for late, lost, stolen, inaccurate, garbled, damaged, illegible, undelivered, delayed, misdirected, or postage-due entries or mail, or for any computer, network, technical, typographical, human, or other error, problem, or malfunction related to or in connection with the Challenge.

Entries: By submitting an entry, each entrant 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, or dispose of any entry and elements embodied therein 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 entrant, except as prohibited by law.

All entries will be subject to the privacy policy of NRSF and subject to review by the Atlanta International Auto Show. NRSF privacy policy can be found at <http://www.nrsf.org/terms>.

Judging Criteria: Entries will be judged on the following criteria:

1. Originality and creativity (35 points) (Is the PSA unique and creative?)
2. PSA concept (35 points) (Does the PSA clearly and accurately address the contest topic—Speeding? Are the message and concept effective?)
3. Clarity of message (30 points) (Is the idea communicated clearly? Is the PSA well organized?)

Prizes: One scholarship of \$2,000 will be awarded. In addition, an NRSF video producer

will come to the winner's school to work with the winner to professionally film the winning concept. One runner-up will receive \$1,000.

All prizes are furnished by NRSF. The Atlanta International Auto Show is not affiliated or responsible.

Selection of Winners: Entries submitted will be judged by NRSF and the Atlanta International Auto Show. The winner will be notified on or around February 3rd, 2020. Each entrant agrees to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Challenge.

By entering and/or accepting a prize, each entrant and/or winner hereby releases and holds harmless NRSF and Atlanta International Auto Show, their respective affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Challenge (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 Challenge, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

The PSA will be filmed during the week of February 10th – 14th, 2020. Completion of the PSA will be by February 21st, 2020, which is prior to the start of the 2020 Atlanta International Auto Show. The winner will provide any and all reasonable assistance to NRSF in connection with the filming of the PSA.

The winner will also be featured at the 2020 Atlanta International Auto Show. In addition, the winner may also be used for local and national publicity, and will be featured on nationally-syndicated TV show Teen Kids News and NRSF websites and newsletters. This scholarship is contingent upon the winner providing reasonable assistance to NRSF in terms of any necessary information to include in news releases and other press material.

Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

General: By entering, each entrant agrees to abide by these Official Rules, warrants and represents that their entry is their original work. Further, each entrant grants to NRSF and the Atlanta International Auto Show the right to use names, information provided, images, and likeness in any media now or hereafter known for advertising, promotion, and/or other purposes throughout the world without additional compensation or notification to, or permission of, the entrant, except as prohibited. If NRSF discovers at any time, during or after the Challenge, that an entry contained infringing material, the entrant that submitted the entry will be immediately disqualified.

In the event the Challenge is compromised by non-authorized human intervention, virus, bugs, or other causes beyond the control of the Sponsor that corrupt or impair the administration, security, fairness, or proper play of the Challenge, the Sponsor reserves the right in its sole discretion to modify, suspend, or terminate the Challenge or any

portion thereof and/or terminate the participation of any participant whose conduct potentially compromises the Challenge, and is at its sole discretion to award the prizes from among all eligible non-suspect entries received prior to termination using the judging procedures outlined above.

Winners List: For the names of the Winner and Runner-Up, send a self-addressed stamped envelope after March 8th, 2020 to Drive Safe Atlanta Winners List, The National Road Safety Foundation, Inc., 18 East 50th St., New York, NY 10022.

Sponsor and Administrator: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022.

Co-Sponsor: Atlanta International Auto Show, which is not affiliated or responsible for the contest travel expenses and prizes. NRSF is solely responsible for the lawful operation and execution of this Challenge.