

## **Official Promotional Rules Essay Contest & Guidelines**

A complete copy of these rules can be obtained at the offices of WAVE Foundation during normal business hours Monday through Friday or by sending a self-addressed, stamped envelope to WAVE Foundation Essay Contest One Aquarium Way Newport, KY 41071.

1. No purchase is necessary.
2. Contest is open only to legal U.S. residents at the time of entry.
3. All contests are open to the general public except for employees, agents, representatives, volunteers or affiliates of the WAVE Foundation, the Newport Aquarium, Duke Energy, HFE and their respective affiliates, participating sponsors, their immediate families, and household members, or employees of public relations firms, radio & television stations, promotions or advertising agencies associated with any contest sponsor or family members of said employees.
4. An individual may win an on-going contest only once per six-month period unless otherwise specifically stated. An individual may win other seasonal or one-time contests only once for the duration of the contest.
5. The contest will begin on 7/25/2010 and will run through 5:00pm (EST) **8/16/2010**. Participants must write on the official topic. **“Why Energy Conservation is Important to our Future”** All participants must resided in the Duke Energy service area.
6. Three grand prizes will be awarded. The grand prize package includes invitation to meet Lauren Waller and the South African Penguins at the August 25<sup>th</sup> event at the Newport Aquarium. The winner will also receive \$100 for their school to put towards a conservation project!
7. Students can submit their essay beginning Sunday, July 25, 2010. Your entry must be received by Monday , August 16, 2010 no later than 5:00pm. Preferred method of your entry is by EMAIL at [essay@wavefoundation.org](mailto:essay@wavefoundation.org). Mail or drop essay to:  
Essay Contest  
WAVE Foundation  
One Aquarium Way  
Newport, KY 41071
8. Essay Format:  
First Page: top left side include: Entrants Name, home address, cell phone or home phone, writers email address, grade (as August 2010) and school name.  
If more than one page is used, each page must be numbered. All references must be clearly marked and can appear as parenthetical citations, endnotes or footnotes. Materials used for research that are not cited in the student’s essay should be listed in a works cited/bibliography page at the end. The hard copy of the essay must be stapled together in the upper left hand corner.  
Participants must write on the official topic. **“Why Energy Conservation is Important to our Future”**
9. Contest Rules:  
Participants must write on the official topic. **“Why Energy Conservation is Important to our Future”**  
All entrants must reside within the Duke Energy service area limits.  
Essays should not exceed 500 words. Every word is counted with the exception of the title, bibliography or footnotes.  
With the exception of cited material, essays must be solely the work of the student entering the contest.  
Any quotations or copyrighted material used in the essay must be identified properly. Failure to identify non-original material will result in disqualification.  
Essays must be written in English  
Each contestant must abide by all afore mentioned rules or will be disqualified.

10. Scoring (Total 100 points):  
**Content / Originality:** Does the entry present a fresh idea or present the topic in a new way, and / or use diverse resource material to present its idea? Is the entry interesting? **40 point maximum**  
**Organization:** are the ideas in the entry clearly articulated? Does the entry follow a logical and easily understood progression? Does it support the conclusions it draws? **25 point maximum**  
**Use of research/resource material:** Does the entry utilize resource material accurately and effectively? Is resource material appropriately cited within the entry? **15 point maximum**  
**Writing:** are spelling, grammar, and punctuation reasonably correct? Is vocabulary use appropriately? **15 point maximum**  
**Adherence** to contest rules (prepared in the proper format): **5 points**
11. WAVE Foundation, the Newport Aquarium (and its parent company Herschend Family Entertainment) and Duke Energy are not responsible for any incorrect or inaccurate information entered by website users, and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the WAVE Foundation's website.
12. All prizes are awarded "as is." Prizes are nontransferable and cannot be exchanged.
11. The WAVE Foundation, the Newport Aquarium or its parent company Herschend Family Entertainment, Duke Energy, its parent subsidiaries, affiliates, members, directors, officers, employees, volunteers, agents or representatives shall not be responsible for the failure of participating sponsors to deliver the prizes or any part thereof as described herein.
12. All entrants and winners agree that the WAVE Foundation, the Newport Aquarium, Duke Energy and its parent, subsidiaries, affiliates, members, directors, officers, employees, volunteers, agents and representatives shall have no liability for any injury, misfortune, or damage to either persons or property incurred by entering, participating in, winning, or losing any contest and/or by the use or non-use of any prize received in connection with this contest.
13. All prizes must be claimed in person at the WAVE Foundation at the address identified above during regular business hours and within ten (10) business days of winning, excluding holidays. After such time, ownership of said prize reverts back to WAVE Foundation to be disposed of at its discretion. The winner then loses all claims and rights to said prize.
14. Proper identification must be presented by any winner to claim prize. As a condition to receiving the prize, any potential winner must complete and sign a Winner's Affidavit and Release, releasing the Newport Aquarium and its parent company Herschend Family Entertainment, Duke Energy, its parent, subsidiaries, affiliates, members, directors, officers, and employees from all liability in connection with winner's participation in the contest, acceptance, and use or non-use of the prize.
15. All entry blanks, forms, devices, and materials gathered during the course of entry, as well as all information contained on or within, shall become the sole property of the WAVE Foundation to be used, disposed of or destroyed in their sole discretion.
16. All entrants and winners agree to give the WAVE Foundation, the Newport Aquarium and its parent company Herschend Family Entertainment, and Duke Energy, and their licensees, affiliates, successors, and assigns the irrevocable and unrestricted right to use, re-use, broadcast, or publish my name, city of residence, photo, video tape, film or any other likeness, including portraits and pictures, in whole or in part, as part of a composite, retouched or distorted in character or form, and winner's voice, recorded or live, for any reason the WAVE Foundation deems necessary without compensation, unless prohibited by law. All winners release, discharge, and agree to save harmless the Newport Aquarium and its parent company Herschend Family Entertainment, Duke Energy and its parent, subsidiaries, affiliates, members, directors, officers, employees, agents and representatives from any and all claims they may have against the WAVE Foundation or Duke Energy in connection with the taking, production, or the use of winners' name, city of residence, any photo, video tape, film or any other likeness, including portraits and pictures, in whole or in part, as part of a composite, retouched, or distorted in character or form and without restrictions as to any changes, transformations or alterations, and including winners' voices, recorded or live. All winners further

acknowledge that WAVE Foundation owns or will own exclusively any photographs of such winners used for such purposes, including the copyrights in them, regardless of the form in which they have been or may be produced and used, and all winners assign all such ownership rights to WAVE Foundation.

17. The WAVE Foundation reserves the right to end a contest at any time without any advanced notice to the public. Odds of winning are based on the number entries received.
18. The WAVE Foundation reserves the right to limit the number of times an individual may enter a contest or drawing.
19. The WAVE Foundation reserves the right to require contestants to be present in order to win their prize.
20. Violations of any of these rules or attempts to win any contest by fraud, deception, or cheating shall be grounds for the WAVE Foundation to disqualify any individual from participating in all current and future contests and events at the sole discretion of the WAVE Foundation, as well as forfeiture of any prize or prizes won by fraudulent means.