



Student Release and Waiver Form

HensonFuerst Spring 2011 Public Service Announcement Contest

The risk of being injured or killed while bicycling is a serious concern for North Carolinians, but many of these accidents can be prevented through the use of safety equipment and observance of traffic rules. To help raise awareness about this issue, the members of HensonFuerst are hosting a video public service announcement (PSA) contest to give high school students in Central and Eastern North Carolina the opportunity to produce PSAs that creatively address the importance of cycling safety.

Contest Rules and Procedures

- PSAs should follow the theme and be between 28 to 29 seconds in length.
- Entries must be submitted by Monday, April 18, 2011.
- Submit completed registration forms, waivers, and releases with entries.
- Include a list of sources when applicable.
- Entries will be disqualified if they contain vulgar or inappropriate material.
- The decision of the judges will be final.
- If there are fewer than five entries, HensonFuerst has the right to void the contest.

Judging and Awards

The PSAs will be judged on students' abilities to analyze and discuss the topic and produce a quality video. There will be a first place winner from each age category. The winning students will be notified by HensonFuerst and will receive either a Mac laptop computer OR a \$1,500 gift card to an electronics store; the winners' school will receive donations; and one of the two first place entries will be aired on local television.

Eligibility

Participants must be legal residents of the United States and can't be employees or immediate family members of an employee of (1) HensonFuerst, (2) My

PSA Contest and its affiliate cj Advertising, and/or (3) HensonFuerst's advertising agencies. This contest is void where prohibited and subject to applicable federal, state, and local laws. Awards are nontransferable, not substitutable, nor redeemable, except at the sole discretion of HensonFuerst.

Original Work and Copyrights

Any materials—such as print, recorded, photographic, or electronic materials—must be original works (except for material in the public domain). Materials can't violate trademarks, copyrights, and/or rights of privacy or publicity; applicable federal, state, and local laws, rules, and regulations must be complied with; and rights of the materials have not been previously given to other people, organizations, or businesses. **If entries contain copyrighted, branded, and/or trademarked materials without proper written permission, they will be disqualified.**

All of the materials created for the Spring 2011 Video PSA Contest will become and remain the property of HensonFuerst. HensonFuerst's rights of the materials will include the right to edit and change the materials in any way.

Questions about the contest may be directed to abbey@myPSAcontest.com.



Spring 2011 Public Service Announcement Contest Student Release and Waiver Form

I agree that my entry gives permission to use my name, likeness, and entry for advertising, promotion, and/or other purposes without further notice or compensation to me, except where prohibited by law. HensonFuerst and My PSA Contest reserve all rights—including the right to edit, publish, use, modify, or dispose of any entry, online, in print, film, television, or in any other media for advertising, promotional, and/or other purposes—without compensation or notification to me, except as prohibited by law.

I agree to release, indemnify, and hold harmless HensonFuerst, My PSA Contest, cj Advertising, LLC, affiliates, and all others associated with the development and promotion of the contest, and the employees and affiliates of the parties mentioned above, from any and all damages, claims, causes of action and costs, resulting from or in connection with my participation in the contest or acceptance or use of any award; the use of the materials in any manner by HensonFuerst, My PSA Contest, and/or cj Advertising; and my negligent acts or omissions or willful misconduct in connection with the HensonFuerst Spring 2011 Public Service Announcement Contest.

I understand that I will not be allowed to participate in the contest without completing and signing this release and submitting it with any other necessary and required information and/or forms. All participants have knowingly agreed to appear in my entry and they have completed and signed any required Talent Release Forms. I agree to return any award that may be awarded to me to HensonFuerst if any statement I have made in this release is untrue or false.

I UNDERSTAND THAT THIS IS AN IMPORTANT LEGAL DOCUMENT. I HAVE READ ALL THE RULES AND REGULATIONS, AND I UNDERSTAND ITS CONTENTS.

Student Signature: _____ Date: _____

Participant Name (Print): _____

Address Line 1: _____

Address Line 2: _____

City, State and ZIP: _____

Parent/Guardian Signature: _____ Date: _____
(if student is under 18)

Parent or Guardian Name (Print): _____

This document must be completed in its entirety and returned with your PSA entry for consideration in the HensonFuerst Spring 2011 Video Public Service Announcement Contest. Entries are due by Monday, April 18, 2011.