

YOUNG ADULT LIBRARY SERVICES ASSOCIATION

WrestleMania® 24 Reading Challenge

OFFICIAL RULES

OPEN TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE (i) ENROLLED IN GRADES SEVEN THROUGH TWELVE AT PARTICIPATING PUBLIC SCHOOLS, OR (ii) STUDENTS ENROLLED IN GRADES SEVEN THROUGH TWELVE WHO ARE ALSO MEMBERS OF PARTICIPATING PUBLIC LIBRARIES.

GENERAL DESCRIPTION: Would you like to win a trip for two (2) to WrestleMania® 24 or other cool prizes? Join the WrestleMania® 24 Reading Challenge (the “Challenge”). All you have to do is read a combined total of ten (10) books, novels and magazines and write a 300 word essay on the topic “Why WrestleMania® Got Me Reading.” Participants must also complete and submit a log sheet indicating the name and author of the books, novels and magazines read.

ELIGIBILITY: The Challenge is open only to residents of the fifty (50) United States and the District of Columbia who are enrolled at any participating public middle school, junior high school, or high school, or are members of a participating public library, and who are in grades seven through twelve at the time of participation. Employees of the Young Adult Library Services Association (“YALSA”) and World Wrestling Entertainment, Inc. (“WWE”), and their respective parent companies, subsidiaries, affiliates, promotion and advertising agencies and anyone involved in the Challenge’s development or execution, the immediate family members (meaning spouses, parents, siblings, children and their respective spouses) of such employees and members of the households of such employees are not eligible. By taking part in this Challenge, participants agree to be bound by these Official Rules. YALSA and WWE reserve the right to permanently disqualify from this Challenge any person it believes has intentionally violated these Rules.

HOW TO ENTER: No entry fee necessary to enter. Between October 14, 2007, when the reading period begins, and 12 p.m. (local time) on January 14, 2008, when the reading period ends, go to your participating school or public library, check-out and read a combined total of ten (10) books, novels and magazines, complete a log sheet, available from your librarian, indicating the name and author of the books, novels and magazines read, and **write a 300-word essay** about “Why WrestleMania® Got Me Reading.”

To enter, go to your school or public library and complete the entry form available from your librarian. Submit the form to your librarian, along with your log sheet and a copy of your essay no later than January 17, 2008 (a) by email (to an address provided by your local participating library), or (b) by hand delivery. Only one entry per person. Entries become the property of Sponsor and will not be returned.

NATIONAL READING CHALLENGE FIRST ROUND: All entries submitted at each participating library will be evaluated by a qualified team convened by that library’s librarian based on the following objective criteria: (a) creativity; (b) development of ideas expressed; and (c) logical construction. Each criterion will count for one-third of the entrant’s total score. In the event of a tie for the top score, the entry receiving the highest score for creativity among the tied entries will be named the First Prize Winner. Entries will not be judged on use of formal grammar, spelling and writing conventions.

During the week of January 22, 2008, each participating library will select and announce two (2) **First Prize Winners** - one (1) from among entries from grades 7-8, and one (1) from among entries from grades 9-12. The decisions of the librarians and reviewing teams are final and not subject to appeal.

NATIONAL READING CHALLENGE FINAL ROUND: All First Prize winning essays will be submitted by the participating middle, junior high or high school or public libraries to YALSA no later than January 31, 2008. The entries will be divided into five (5) geographic regional groups, Northeast, Midwest, South, West and Orlando. The Northeast regional group will include all entries from Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Jersey, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont. The Midwest regional group will include all entries from Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. The South regional group will include all entries from Alabama, Arkansas, Kentucky, Florida (excluding the City of Orlando), Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. The West regional group will include all entries from Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. The Orlando regional group will include all entries from Orlando, Florida, the WrestleMania® 24 host city.

A panel of judges appointed by YALSA will select the best essay from each geographic regional group from among all eligible First Prize winning entries submitted by the participating libraries as follows:

All First Prize winning entries submitted by each participating library will be evaluated by a qualified team convened by YALSA based on the following objective criteria: (a) creativity; (b) development of ideas expressed; and (c) logical construction. Each criterion will count for one-third of the entrant's total score. In the event of a tie for the top score, the entry receiving the highest score for creativity among the tied entries will be named the winner. Entries will not be judged on use of formal grammar, spelling and writing conventions.

On or about February 23, 2008, a **Grand Prize** will be awarded to two (2) students from each geographic regional group who prepared the best essay from that geographic region for their grade category (one from grades 7-8 and one from grades 9-12). A total of five (5) Grand Prizes will be awarded for participants in grades seven through eight; and a total of five (5) Grand Prizes will be awarded for participants in grades nine through twelve. The decisions of YALSA are final and not subject to appeal. Each Grand Prize Winner from grades 7-8 will be provided a copy of *Stuck in Neutral* by Terry Trueman, and each Grand Prize Winner from grades 9-12 will be provided a copy of *Ball Don't Lie* by Matt de la Pena, to read in preparation for the final competition in Orlando on Saturday, March 29, 2008.

FINAL COMPETITION GRADES 7-8: On March 29, 2008, at a time and location to be determined in Orlando, Florida, YALSA-appointed judges, along with WWE Superstars to be named, will ask each of the Grand Prize Winners who are in grades 7 – 8 objective questions prepared by YALSA about *Stuck in Neutral* by Terry Trueman. The final competition will be conducted in one (1) round of several questions. The Grand Prize Winner who is the first to buzz or ring in and provide the correct answer to a question, as determined by YALSA in its sole discretion, will earn one (1) point. Zero (0) points will be awarded for any incorrect answer. At the end of the round of questions, each Grand Prize Winner's points will be tallied. The Grand Prize Winner with the most points in the 7-8 grade category will be declared the WrestleMania® 24 Reading Challenge Junior National Champion. In the event of a tie, those Grand Prize Winners involved in the tie will be asked three (3) additional questions. This tiebreaking mechanism will continue until one (1) Junior National Champion is declared by YALSA. The decisions of YALSA are final and not subject to appeal. The Junior National Champion's tickets to WrestleMania® 24 will be upgraded to ringside seats and the Junior National Champion will be acknowledged by WWE during WrestleMania® 24.

FINAL COMPETITION GRADES 9-12: On March 29, 2008, at a time and location to be determined in Orlando, Florida, YALSA-appointed judges, along with WWE Superstars to be named, will ask each of the Grand Prize Winners who are in grades 9 – 12 objective questions prepared by YALSA about *Ball Don't Lie* by Matt de la Pena. The final competition will be conducted in one (1) round of several questions. The Grand Prize Winner who is the first to buzz or ring in and provide the correct answer to a question, as determined by YALSA in its sole discretion, will earn one (1) point. Zero (0) points will be awarded for any incorrect answer. At the end of the round of questions, each Grand Prize Winner's points will be tallied. The Grand Prize Winner with the most points in the 9-12 grade category will be declared the WrestleMania® 24 Reading Challenge Senior National Champion. In the event of a tie, those Grand Prize Winners involved in the tie will be asked three (3) additional questions. This tiebreaking mechanism will continue until one (1) Senior National Champion is declared by YALSA. The decisions of YALSA are final and not subject to appeal. The Senior National Champion's tickets to WrestleMania® 24 will be upgraded to ringside seats and the Senior National Champion will be acknowledged by WWE during WrestleMania® 24.

PRIZES: Ten (10) Grand Prizes. Each **Grand Prize** consists of a trip for two (2) to WrestleMania® 24 ("WrestleMania") scheduled to be held on March 30, 2008 in Orlando, Florida (exact WrestleMania date and location subject to change in WWE's sole discretion). Grand Prize package includes economy round-trip air travel (via air carrier selected by WWE) for Grand Prize Winner and a guest from major gateway city airport closest to Grand Prize Winner's home to Orlando, Florida; two (2) tickets to WrestleMania (exact seat location subject to WWE's sole discretion; provided, however, that the Grand Prize Winners declared by YALSA as the Junior National Champion and the Senior National Champion will receive tickets for ringside seats); three (3) nights' hotel accommodations consisting of one (1) standard room, double occupancy at a hotel selected by WWE; round-trip ground transportation from airport to hotel; Three Hundred Dollars (\$300) spending money; Two Thousand Dollars (\$2,000) donated in the Grand Prize winner's name to the Grand Prize winner's middle, junior high or high school or public library; and an opportunity to compete in the WrestleMania® 24 National Reading Challenge Final Competition. If Grand Prize winner lives within a 100 mile radius of Orlando, Florida, ground transportation to and from the hotel may be substituted for airfare. Restrictions may apply depending upon Grand Prize Winner's residence and availability to travel. Approximate retail value ("ARV") of Grand Prize: \$1,500, each. Actual value may vary based on place of departure and exact seat location at WrestleMania.

All expenses not specified in these Official Rules, including, without limitation, taxes, insurance, meals, transportation and spending money (except as otherwise expressly set forth herein), beverages, food and merchandise at WrestleMania, are solely Grand Prize Winner's responsibility. A Grand Prize Winner who is under the age of majority in his or her state of residence must be accompanied by a parent or legal guardian, who must travel with and participate in all aspects of the Grand Prize trip, including attending WrestleMania, at his or her own expense, unless such parent or legal guardian is the Grand Prize Winner's chosen guest. If the Grand Prize Winner is under the age of twenty-one (21) as of the date of prize fulfillment, the Grand Prize Winner must travel with, and be accompanied by, a guest who is at least twenty-one (21) years old.

First Prizes. Each library will select two (2) **First Prize** Winners from among all eligible entries, one from entrants in grades seven through eight, and one from entrants in grades nine through twelve. Each First Prize consists of a WWE DVD and T-shirt (DVD and T-shirt to be selected by WWE in its sole discretion). In addition, the winning essays will be entered into to the National Reading Challenge Final Round. ARV of First Prize: \$50, each.

OTHER CONSIDERATIONS: The Prize Winners will be required to complete and sign an Affidavit of Eligibility, a Liability Release and, where legal, a Publicity Release, and any other documentation that

YALSA, the participating middle, junior high and high schools and public libraries, and WWE (collectively, the “Challenge Entities”) may require and to see to it that the Challenge Entities are in receipt of these documents within seven (7) days of having received the same. If a Prize Winner is a minor in his or her state of residence at the time he or she is asked to sign these documents, the minor’s parent or legal guardian also will be required to sign these documents. The Grand Prize Winner’s guest will be required to sign a Liability and Publicity Release (except where prohibited by law). In all cases, the Challenge Entities reserve the right to request proof of residency, age and parenthood or guardianship, and a winner will be deemed to have forfeited the prize if the Challenge Entities, in their discretion, find that the proof is unsatisfactory. If a Prize Winner does not timely return requisite documents, or in the event of non-compliance with any of the requirements of these Official Rules, the prize will be forfeited. Prizes may not be substituted, transferred or redeemed for cash, except by YALSA and WWE, who reserve the right to substitute prize with prize of comparable or greater value in their sole discretion.

GENERAL CONDITIONS: Participants agree to be bound by the terms of these Official Rules and decisions of the Challenge Entities which are final and binding on all matters relating to this Challenge. All federal, state and local taxes are solely the responsibility of prize winners. By entering, participants release and hold harmless the Challenge Entities and their respective parents, subsidiaries, affiliates, representatives, promotion, advertising agencies, prize suppliers and all others associated the development or execution of this Challenge, and each of their respective directors, officers, employees, agents and affiliates (the “Releasees”) from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in this Challenge or acceptance, misuse, nonuse or use of any prize or parts thereof (including activity or travel related thereto), including, without limitation, liability for death, personal injury, damage or loss of any kind, and from liability to any other persons relating to or resulting from entering or participating in this Challenge. The Releasees do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority. The Challenge Entities reserve the right to modify this Challenge in any way they deem necessary or appropriate. Entry constitutes permission for the Challenge Entities and their designees to use winner’s name, likeness, performance, hometown and state for advertising and promotional purposes in any and all media at the discretion of the Challenge Entities without additional authorization, notice or compensation unless prohibited by law.

MISCELLANEOUS: Any claims arising out of the Challenge shall be governed solely by United States law and may be brought only in a federal or state court located in Connecticut. If any provisions of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

SPONSOR: This Challenge is sponsored by the Young Adult Library Services Association, 50 East Huron Street, Chicago, Illinois 60611.

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