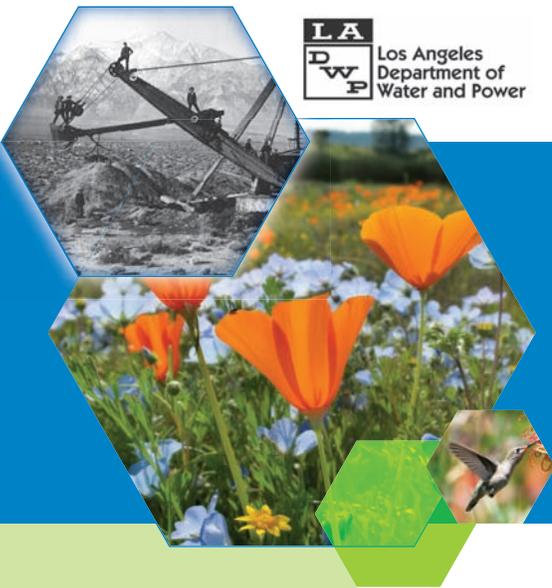




STUDENT ART CONTEST

Help the Los Angeles Department of Water and Power promote California Friendly® Landscape



PRIZES

1ST PRIZE

\$100 Promotional Visa® Prepaid Card

2ND PRIZE

\$75 Visa prepaid card

3RD PRIZE

\$50 Visa prepaid card

GRAND PRIZE

One entry from the first-place winners will be chosen, and their art will be published in a Los Angeles Times recognition ad.

TEACHER PRIZE

The teacher of each first-place winner receives a \$100 Visa prepaid card.

Teachers, your students are invited to enter the Los Angeles Department of Water and Power Art Contest that promotes California Friendly® Landscape to reduce outdoor water use and save customers money for years.

PARTICIPATION: Students in grades 4-12 are eligible to participate, and prizes will be awarded in each grade level. Teachers of first-place student winners will also receive a prize.

DEADLINE: All entries must be delivered or postmarked by February 28, 2014.

CONTEST RULES:

- All entries must be created on 8.5" x 11" – 11" x 22" paper or posterboard. Do not use chipboard or Styrofoam board.
- No three-dimensional objects may be applied. Students are encouraged to incorporate lettering of their topic in a poster slogan that is applicable to their artwork.
- Each entry must include content on California Friendly® Landscape and an original slogan. Information on this topic can be found on ladwp.com/waterconservation and ladwp.com/cf.
- Each entry must be accompanied by an official entry form. Entry forms may be photocopied as needed.
- Please see the back page for additional contest rules.
- Winners will be recognized in May 2014, at an awards luncheon at the Los Angeles Times.

IMPORTANT:

See back page for additional rules and instructions. All entries must be delivered or postmarked by February 28, 2014.

MAIL TO:

Times in Education, Los Angeles Times
ATTN: Ken Plumb
202 West 1st Street, 6th Floor
Los Angeles, CA 90012

Student Art Contest Official Entry Form

This form must be completed, signed and attached to every contest entry that is submitted.

Student's name: _____ Age: _____ Grade: _____

School name: _____ City: _____

Teacher's name: _____ Teacher's phone: _____

Teacher's email: _____

Parent's name (print): _____

Parent's signature: _____ Date: _____

I authorize the Los Angeles Times to print and/or publish the attached entry and the full name and photo of my child should it be selected to appear in the Los Angeles Times. I understand that each entry is original work, and becomes the property of the Los Angeles Times and the Los Angeles Department of Water and Power, and will not be returned. I warrant that I am the parent or legal guardian of the individual who may receive the Visa prepaid card, and as such, agree to be bound by the terms and conditions provided with the card ("Participant Agreement") on behalf of such individual.



STUDENT ART CONTEST OFFICIAL RULES

The entry period for the Student Art Contest ("Contest") runs from October 20, 2013 to February 28, 2014 ("Contest Period"). The sponsors of this Contest are Los Angeles Times Communications, LLC, 202 West First Street, Los Angeles, CA 90012 and the Los Angeles Department of Water and Power, 111 North Hope Street, Los Angeles, CA 90012 ("Sponsors"). The Contest shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

1) How to Enter: Submit your original artwork reflecting the theme California friendly planting and the relationship to water conservation. Your artwork must specifically include content on California Friendly® Landscape and must include an original slogan. In addition, all Artwork must be created on 8.5" x 11" or 11" x 22" paper or poster-board. Do not use chipboard or Styrofoam board. Information in the Artwork must be factual. Inaccurate information will result in disqualification, regardless of the quality of the Artwork. Background information should be obtained from the Times in Education curriculum: "Water, Energy, the Environment and You." Additional information can be received from the LADWP and Metropolitan Water District websites respectively: www.ladwp.com/waterconservation; www.ladwp.com/cf; www.bewaterwise.com. No three-dimensional objects may be applied to your Artwork. You must apply lettering to your Artwork in the form of a slogan. You must also accurately complete the Official Contest Entry Form, and your parent must sign and date the Entry Form (the Artwork and Entry Form shall be collectively referred to as the "Entry"). You do not need to submit an original Entry Form. Entries should be mailed to Times in Education, Los Angeles Times, ATTN: Ken Plumb, 202 W. 1st Street, 6th Floor, Los Angeles, CA 90012. All Entries must be postmarked within the Contest Period and received no more than seven days thereafter. One Entry per person.

2) Winner Selection: On or about March, 2014, a panel of judges from the Los Angeles Department Water and Power will select prize winners by judging the Artwork based on the following criteria: quality of written headline in support of the theme, quality of the artistic concept, implementation of the Artwork, appropriateness of the Artwork for poster media, and quality of the Artwork in relation to grade level. Entrants agree that all decisions made by the panel of judges relating to any and all issues related to this Contest are final and binding.

3) Eligibility: This Contest is open to any student in the fourth through 12th grades actively enrolled during the 2013-2014 school year at any public, private or parochial school within the city limits of the City of Los Angeles, including most of the San Fernando Valley, West Los Angeles, the Harbor area, and the East Los Angeles area. IN ADDITION, TO BE ELIGIBLE THE STUDENT MUST BE IN A CLASS OR CLASSES IN WHICH THE TEACHER(S) PARTICIPATE IN THE "WATER, ENERGY, THE ENVIRONMENT AND YOU" TIMES IN EDUCATION PROGRAM. Employees (and the employees' immediate family members living in the same household) of the Sponsors and their advertising companies, parent companies, affiliates, subsidiaries, promotion and delivery contractors and/or public relations companies affiliated with this Contest, are not eligible to participate. A potential winner may be requested to provide the Sponsors with proof that the potential winner is the owner of the Artwork and that all eligibility requirements are met. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW AND OUTSIDE CALIFORNIA.

4) Winner Notification: On or about April 15, 2014, Sponsors will attempt to notify the potential winners by contacting the teacher listed in the Entry. If a potential winner's teacher cannot be contacted or does not respond within 72 hours of the first contact attempt, or if a potential winner does not fulfill the eligibility requirements or does not adhere to the Official Rules, that potential prize winner may be disqualified, and Sponsors may select a new potential winner by the same criteria set forth above. Prize winners and their parents may be required to sign and return an Affidavit of Eligibility, Liability Release and a Publicity Release. If such documents are required, failure to return all such documents set forth herein within one week of the date they are sent to winner will result in the winner being disqualified and another winner may be selected from remaining eligible Entries, based on the criteria set forth above.

5) Prizes: One first prize, one second prize and one third prize will be awarded in each of grades four through 12 provided a sufficient number of eligible entries are received in each grade. At the discretion of the judges, if submitted entries are not deemed to be of sufficient merit to be recognized with 1st, 2nd and/or 3rd place awards at specific grade levels, Honorable Mention recognition may be presented in lieu of these awards. Honorable Mentions may also be presented at other grade levels where sufficient Entries were received and/or judges determined that the appropriate level of merit was achieved. The prizes for the winners in each grade are as follows: first prize: \$100 Visa prepaid card; second prize: \$75 Visa prepaid card; third prize: \$50 Visa prepaid card. Card cannot be issued to minors. It must be issued to a parent or guardian of the minor student, who must consent to the terms and conditions of the card on the official entry form. In addition each first place prize winner's teacher (as listed on the Entry Form) will receive \$100 Visa prepaid card. If more than one teacher is listed on a first-prize winner's Entry Form, all teachers listed will split the prize and will receive a Visa prepaid card in the closest whole dollar amount to their portion of the prize value. All winners (including teachers of first prize winners) will be invited to an awards luncheon at the Los Angeles Times to take place in May 2014, provided a sufficient number of eligible Entries are received. In the event awards luncheon is not held for any reason, no alternate prize will be awarded. Prizes are not transferable and prize substitution will not be allowed, except at the discretion of the Sponsors. All expenses not specifically listed herein are the responsibility of the prize winners. Properly claimed prizes will be awarded, but in no event will Sponsors award more prizes than are provided for in these Official Rules. Winners responsible for all taxes on prize. Promotional card is issued by MetaBank™, Member FDIC, pursuant to a license from Visa U.S.A. Inc. The promotional card is given to you as a reward, refund, rebate or gift and no consideration, value, or money has been paid by you in exchange for the reward card. Card issued in the name submitted on rebate form and is not transferable; card cannot be issued to minors. Card does not have cash access and can be used at any merchants that accept Visa debit cards. Card valid for up to 12 months, unused funds forfeit at midnight EST the last day of the month of the valid thru date, subject to applicable law. Country restrictions apply and are subject to change. Card terms, conditions, and limitations apply; see MyPrepaidCenter.com/site/visa-promo for details.

6) Other Conditions of Entry: Each entrant represents and warrants that they have the right to submit the Artwork in the competition, no laws were broken in the creation of their Artwork and their Artwork is their own original creation, has not been copied in whole from any other work, has not been previously published, has not been previously submitted in another contest, does not violate the rights of any other person or company (including but not limited to privacy rights and copyrights), does not defame, libel, or slander anyone or any entity, and does not contain offensive, defamatory, vulgar, obscene or profane content, as determined by Sponsors. Entries that do not comply with these Official Rules shall be disqualified. Entrants and their parents agree to indemnify, defend and hold Sponsors harmless against any and all liabilities, losses, damages, claims, debts, investigations, fines, penalties, costs, expenses and settlements (including attorneys' fees and costs of litigation, settlement, judgment, interest and penalties) arising out of or related to a breach of the foregoing representations and warranties. All Entries become the property of the Sponsors and will not be returned or acknowledged. Entrants and parents grant to Sponsors an unlimited, non-exclusive, world-wide, perpetual license to use their Artwork in any manner related to the Contest, without prior notice, approval or compensation, including but not limited to the first right to publish the Artwork in any medium.

7) Responsibility Release: By entering, contestants agree to release, waive, and hold harmless Sponsors and their affiliates, subsidiaries, parent companies, advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents from and against any and all claims, losses, damages, and liability arising from injuries, damages, costs, or expenses of any kind (including without limitation attorney's fees) incurred as a result of the contestants' participation in this Contest and/or their acceptance, use, or misuse of the prize.

8) Publicity: By entering this Contest, entrants and their parents' agree to allow use of the entrant's name, voice, photograph, likeness, any information provided on the Entry Form in any medium of communication, including but not limited to print, Internet, radio and/or television and for any purpose, including advertising, promotional or other purposes, by Sponsors and their licensees and affiliates, without additional compensation.

9) Winners List: Available after April 28, 2014 on: nieonline.com/latimes



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