




GO GREEN

Protect & Preserve Our Planet

Volume VI

Publix[®]

WHERE SHOPPING IS A PLEASURE[®]


Herald-Tribune
IN EDUCATION

FPES
Florida Press
Educational Services, Inc.


Tampa Bay
Times
NIE
tampabay.com/nie

GO GREEN

Sixth Grade Students and Teachers:

Welcome to the sixth edition of *Go Green: Protect & Preserve Our Planet*

This is the sixth year that Publix Super Markets has joined with your local newspaper to bring this special publication to all six grade students in every public, private, charter and home school in your county. This Newspaper In Education Program was developed just for you. Most of the students from the first sixth grade class that used this program are now in high school. Many of them have already made a sustainable difference at your school and in your community.

What can you do to make your school a little greener? This is the third year of our "Green Your School's Routine Video Competition" and the second year to include all sixth, seventh & eighth grade classes in the contest. You will be able to share your school's green routines or new ideas with other students across six states, Alabama, Florida, Georgia, South Carolina, North Carolina and Tennessee.

GO GREEN
Protect & Preserve Our Planet

VIDEO CONTEST

» www.NIEgoGreen.com

Publix®

WHERE SHOPPING IS A PLEASURE®

Green isn't just our company color here at Publix, it's a part of our culture! But what does "Green" mean when we are talking about sustainability? Sustainability is often defined as meeting today's needs without compromising what is essential for tomorrow. For Publix this means focusing on our associates, serving our customers, enhancing our ties to the communities we serve, and improving our environmental performance. Environmental stewardship is a core value at Publix. That is why we strive to minimize the impacts of our operations by working to conserve electricity, fuel, water and other resources. Since 1930, our success has been dependent on our Publix family. That family extends beyond our associates to include

our customers and suppliers. Together, we can build a more sustainable tomorrow.

At Publix, we're doing more than carrying out conservation efforts; we're pioneering sustainability practices and leading the way for global improvement. For several years, Publix has been on the forefront of implementing change to packaging and transportation, and we're extending our best practices to various aspects of sustainability as it applies to seafood. It is the little things you do every day to be good to the globe that make a big difference. To learn more about how we're changing for the greener, visit:

► www.publix.com/sustainability

TABLE OF CONTENTS

- 3 Get Into a Green Routine
- 4 Vocabulary Words
- 5 Sustainable Seafood
- 6-7 Green Your School's Routine
- 8 The 3 Rs of Sustainability
- A-D Go Green Video Contest Rules
- 13 Paper Recycling
- 14 What is Plastic?
- 15 What is your Water Footprint?
- 16 Your ECO Footprint
- 17 Solar Energy
- 18 Recycling Electronic Devices
- 19 Household Electricity
- 20 Rate Your Habits

This NIE Program was developed by
the Herald-Tribune Media Group
NIE Design Team

NIE Program Manager: Mary Charland

NIE Program Coordinator: Daniel Arden

Advertising Production Manager: Terry Doughty

Graphic Designer: Susan Ruff

What is NIE? NIE is an acronym for Newspaper in Education, a cooperative effort between schools and newspapers to promote the use of newspapers as an educational resource. Daily newspapers are dynamic texts that chronicle living history. NIE also provides innovative curriculum programs, such as "Go Green," to assist educators in teaching valuable lessons, like sustainability.



Publix Corporate Sustainability Statement:

Publix's continued success depends upon sustaining our environment, the people in our company and communities, and our business. Publix has always been committed to the responsible use of environmental resources. That's why we:

- Make reductions wherever practical in our consumption of energy, fuel, water and materials by:

- Building new stores that are more energy-efficient than existing stores
- Reducing energy consumption in existing stores
- Minimizing water use while still maintaining the highest standards of sanitation and food safety in the industry
- Reducing fuel use and emissions through fleet modifications, training, and optimization of loads, routing, and delivery schedules
- Evaluating the use and sale of alternative fuels wherever practical

- Employ and explore options for the reduction, reuse, and recycling of materials such as:

- Recycling store-generated material destined for landfills
- Working with our suppliers to reduce materials, promote reusable and recyclable materials, and increase the use of recycled content where practical

- Promote sustainability with customers, associates, and suppliers, and within the retail industry by:

- Offering environmentally friendly products, such as reusable shopping bags
- Providing customers and associates tips for practicing sustainability at home
- Working with suppliers to identify sustainable product and packaging options

To learn more please visit: <http://digital.turn-page.com/t/7063>

Learn more about Publix's efforts towards sustainability wherever you see this logo.



In 2001, Publix created Get Into a Green Routine, a program for environmental responsibility. The program began with education and emphasis on energy conservation, and has extended to waste reduction, recycling, and conservation of other resources, including water.

This program is designed to encourage environmentally responsible habits our associates can use at work and at home. As Florida's largest employer, we believe encouraging our associates to be aware of their consumption habits at home (as well as establishing policies at work) can make a difference.

By The Numbers:

Through Get Into a Green Routine and other conservation projects like lighting and refrigeration improvements, we've saved over 1.4 billion kilowatt hours which equals a reduction of more than 760,000 tons of greenhouse gas (carbon dioxide) and enough kilowatt hours to power 92,000 homes for a year (assuming the typical home uses 1,250 kWh a month for a year).

The program has helped us reduce company wide electricity usage by 10.8 percent in existing stores and by 23 percent in new store designs.

Learn how our Green Routine® is making an impact. Publix recently published their Social & Environmental Stewardship Summary. You can view it at: www.Publix.com/sustainability.

I'm just a kid, what can I do?

Why do I need to learn about sustainability?

Yes, you may be a kid, a young person who isn't even working or driving. However sustainability is something that is too important for you to sit back and hope someone else will just do. This is one area in which kids around the world have been making a huge impact. Anyone and everyone should be part of a successful sustainability routine. Whether you help your family find ways to reduce, reuse, and recycle at home or pitch in and plant trees with a local organization. Kids... you are the most influential people in the world. It's time to make a difference, and it starts with you!

There is a Native American belief that before you do anything, you should consider how it will affect the next eight generations.

That's a sustainable society: a society that fills the needs of the present generation but will not harm or hurt the future generations from enjoying a healthy environment.

Lead by example and encourage others to be green

In other words, don't use up all the natural resources now just because you can; be sure that your grandchildren and their grandchildren will have the same choices and the same healthy earth that you enjoy. Anyone can do that, no matter what their age. We are all in this together as a team, some are leaders and some are followers. Lead by example and encourage others to be green.

VOCABULARY WORDS

biodegradable – able to be broken down by tiny organisms

compost – a soil like mixture made from rotting plant and animal matter

conservation – the wise use of water, land, and other resources to minimize waste or loss

disposable – meant to be thrown away after one use

environment – the surroundings in which a person, animal, or plant lives

hazardous waste – toxic things that are thrown away that harm the earth and living things

landfill – an area where garbage is dumped and covered with dirt

natural resource – something in nature that helps support life or meets people's needs

organic – grown only with natural fertilizers

pollution – the introduction of harmful materials into our soil, air, or water

raw materials – things in nature that people use to make things

recycle – to make new things from old materials

reduce – to use less or make less waste

reuse – to use again

sustainability – conditions under which humans and nature can exist in productive harmony

trash – things that are thrown away



WORKING TOGETHER to make a difference!

The EPA (Environmental Protection Agency) has a program specifically for middle school students. The **"Make A Difference Campaign for Middle School Students"** is aimed at educating and engaging you in resource conservation and environmental protection. This campaign helps you make informed decisions for protecting the environment in your day-to-day life. The following resource will inspire you to reduce, reuse, and recycle waste — to **"make a difference"** at home, at school, and in your community.

www.epa.gov/osw/education/mad.htm



Your State is Making a Difference

Everyone in your community and at your school needs to work together to form a balance between the three pillars of sustainability – environment, society and economy. Each one of your states has a state wide department that works with or coordinates efforts for other agencies.

» **ALABAMA** – Department of Environmental Management
<http://adem.state.al.us/default.cnt>

» **FLORIDA** – Department of Environmental Protection
www.dep.state.fl.us

» **GEORGIA** – Environmental Protection Division
www.gaepd.org

» **NORTH CAROLINA**
Department of Environment and Natural Resources
<http://portal.ncdenr.org/web/guest>

» **SOUTH CAROLINA**
Department of Health & Environmental Control
www.scdhec.gov

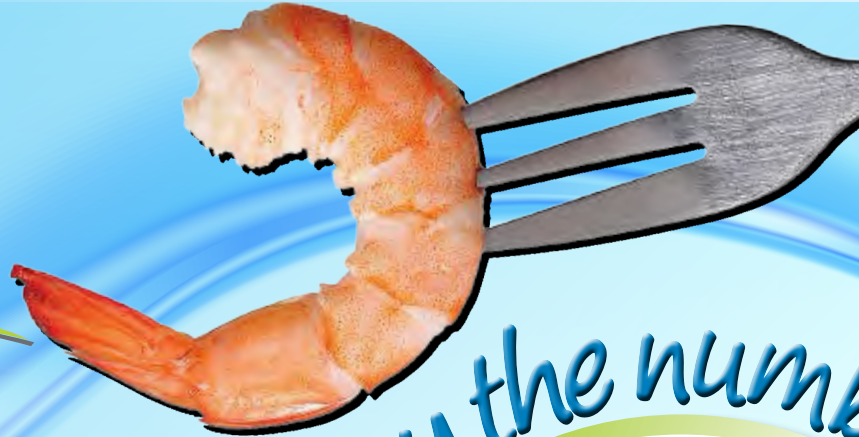
» **TENNESSEE**
Department of Environment & Conservation
www.tennessee.gov/environment

**YOUR choice...
your footprint**

CHOOSE THIS: Pack a waste-free lunch in reusable containers.

REDUCE THIS: LANDFILL TRASH. Keep up to 67 pounds of garbage out of landfills each year!

SUSTAINABLE SEAFOOD



by the numbers:

Sustainable Fisheries Partnership: \$40,000

\$1 for every pound of Wild US-harvested Gulf Mahi-Mahi sold in our stores last year (April 10–23) in celebration of Earth Day. In 2011, Publix partnered with Darden Restaurants and Sustainable Fisheries Partnership (SFP) in a commitment to rebuild troubled fisheries in the Gulf of Mexico. This partnership and three-year commitment was recognized by the Clinton Global Initiative during their seventh annual meeting in September 2011. The partnership made great strides in 2012, building the framework of the Gulf Reef Fishery Improvement Project within our supply chain, allowing real-time monitoring of by-catch* to allow for more accurate stock assessments for improved fishery management.

*Untargeted marine creatures that are caught while fishing for another species.



It's All About Balance

The U.S. is the third largest consumer of seafood in the world. Americans consume 15 pounds of seafood per person per year. Seafood is a healthy source of protein, vitamins and minerals. It's also healthy for the economy. Commercial, sport and subsistence fisheries contribute significantly to the local and national economy. In 2011 seafood harvested by U.S. fishermen at ports in the 50 states were valued at \$5.3 billion. The U.S. is the largest importer of seafood in the world, valued at over \$16.6 billion, and the fifth largest exporter of seafood in the world, valued at over \$5.4 billion.

Demand for seafood is greater than ever before, and fish stocks are increasingly under pressure. Overfishing and the use of damaging fishing techniques have taken their toll on fish stocks and disrupted the fragile balance of marine ecosystems. Limiting the amount of fish harvested is a balancing act. The need for jobs and food must be considered, along with a healthy fish population and ecosystem.

Fortunately, there is a process that brings together partners to look holistically at environmental impacts of the fishery to see where improvements can be made. A partnership between retailer, industry and environmental group working together for the benefit of the environment in Florida is called a FIP or Fishery Improvement Project. (FIP) One particular FIP focuses on the gear used to catch the shrimp to reduce non-targeted species like turtles.

earth's report card

IS EARTH IN DANGER?
You decide for yourself...

WATER POLLUTION
AIR POLLUTION
GLOBAL WARMING
ENDANGERED



Around the world, people still dump 19 trillion pounds of garbage, sludge and sewage into the oceans each year. In the U.S., a 2000 EPA report found that about 40% of U.S. streams, lakes and estuaries are still polluted. The pollution kills fish, birds and other animals. It also affects human health. (Read the EPA report at www.epa.gov/305b)



Two of every five people – 42 percent—in the U.S. live in counties that have unhealthy levels of either ozone or particle pollution. Almost 125 million Americans live in 216 counties where they are exposed to unhealthy levels of air pollution in the form of either ozone or short-term or year-round levels of particles. That means that more than half of all Americans are being exposed to dangerous pollutants. (AMERICAN LUNG ASSOCIATION REPORT STATE OF THE AIR REPORT: 2008)



According to the National Academy of Sciences, the Earth's surface temperature has risen by about 1 degree Fahrenheit in the past century, with accelerated warming during the past two decades. Most scientists now agree that human activity has contributed to climate change. U.S. cars, trucks, power plants and factories produce more than 20% of the "greenhouse" gases (such as carbon dioxide) connected to this trend.



The Earth loses 27,000 species a year, that's over three an hour. Most endangered animals and plants are losing their habitats due to the growing human population. The number of people on Earth has jumped from 1.7 billion in 1900 to more than 7.13 billion today. Housing & activities that help people & the economy—such as logging, mining, farming, fishing, dam building—also disrupt natural habitats. Air & water pollution, and poaching are also threats. Cutting trees for farms & ranches is the greatest danger to the rainforests, where more than half of the world's species live. The world now loses about 2 acres of rainforest every second, about 38 million acres a year. (www.endangered.fws.gov)



GREEN!

Your School's Routine

U.S. Dept. of Education Green Ribbon Schools



<http://www2.ed.gov/programs/green-ribbon-schools/index.html>

The U.S. Department of Education Green Ribbon Schools (ED-GRS) recognition award honors exemplary schools and districts where staff, students, officials and communities have worked together to produce energy efficient, sustainable and healthy school environments and to ensure the sustainability and environmental literacy of graduates.

In 2012, the inaugural year of the program, the 78 winning schools from 29 States and D.C. included 66 Public and 12 Private Schools. Winners represented schools in both urban and rural communities including schools in Alabama, Florida and Georgia.

In 2013 the Second Annual U.S. Department of Education Green Ribbon Schools Program recognized sixty-four Green Ribbon Schools and 14 Sustainable School Districts. Included in the 2013 winners were schools from Alabama, Florida, Georgia and Tennessee.

In 2014 the **Third Annual U.S. Department of Education Green Ribbon Schools Program** recognized **forty-eight schools in 9 Sustainable School Districts**. Included in the 2014 winners were schools from **Alabama, Florida, Georgia, & North Carolina**.

State education agencies can nominate up to four schools from their states to the **U.S. Department of Education Green Ribbon Schools** that meet criteria in three pillars:

- o **Environmental Impact and Energy Efficiency**
- o **Healthy School Environments**
- o **Environmental and Sustainability Education**

State education authorities in South Carolina do not participate in or submit school nominees to USED for recognition.

ALABAMA

1. Jefferson County

Brock's Gap Intermediate School, Hoover, AL
A Community of Service...Because Going Green Saves Green

This new intermediate school was recycled from the old R. F. Bumpus Middle School. The lunchroom is designed to use natural light to illuminate its space as a way to reduce reliance on electric lighting during daylight hours. Students and staff at BGIS are participating in Recycle Forward.

2. Jefferson County

Homewood Middle School, Homewood, AL
"Movement" of Sustainability and Wellness in a LEED Silver Facility

Homewood Middle School was the only LEED Silver-certified middle school in the nation in 2008, and the first LEED-certified building in Alabama. This year Homewood Middle School was awarded the Green Ribbon Honor and was recognized for their exemplary efforts to "reduce environmental impact and utility costs, promote better health, and ensure effective environmental education, including civics and green career pathways."

3. Morgan County

F. E. Bursleson Elementary School, Hartselle, AL
Great Habits Grow Great Leaders

This school has installed geo-thermal as a way to rely on clean renewable energy.

They have an ENERGY-STAR rating of 91 and places them among the most energy efficient buildings in the United States. F. E. Bursleson Elementary School is mentioned in this Green Ribbon Press Release Video: <http://www.ustream.tv/recorded/46544439>

4. Mobile County

St. Paul's Episcopal School, Mobile, AL
Go Green Science Video Contest – "Super WEPS Saves the Day", "RRR on Whiteboard", & "RRR on Chalkboard"

St. Paul's Episcopal School students had an unbelievable year with the Go Green Video Contest. Each of their three teams created unique videos displaying campaigns to reduce, reuse, recycle and rethink. Their teacher Mike Fricke is very proud of his 8th grade students. They showed a wealth of knowledge in environmental sustainability. Way to go Saints.

You can watch their video at: NIEGOGREEN.COM

5. Calhoun County

Piedmont Middle School, Piedmont, AL
Go Green Science Video Contest – "Piedmont Go Green"

Their video was based on the three Go Green principles; Reduce, Reuse, Recycle. Each team member took home a \$50 gift card & their teacher Darla Cooper won \$100 gift card.

You may watch their video at: NIEGOGREEN.COM

GEORGIA

6. Gwinnett County

Arcado Elementary School, Lilburn, GA
Twenty Years of Planting Seeds

Arcado Elementary is a Green Ribbon Winner and won \$5,000 in award prize money from the Captain Planet Foundation and the Turner Foundation.

7. Fulton County

High Meadows School, Roswell, GA
Respect for the Natural Environment Pervades Every Element of High Meadows

High Meadows Elementary is a Green Ribbon Winner and also won \$5,000 in award prize money from the Captain Planet Foundation and Turner Foundation.



Schools with this symbol won the 2013/2014 Go Green Science Video Contest

Check out how other schools are going green

8. Columbia County

Grovetown Middle School, Grovetown, GA
Go Green Science Video Contest – “Go Green News”

We salute the proud sixth graders at Grovetown Middle School for taking 1st place in the Volume V Go Green Video Contest for all sixth graders. Their news video briefed its viewers on pollution and global warming during their broadcast.

The students on the winning team won \$400 gift certificates to the Apple store & their teacher Tina Zimmerman won a \$100 gift card. Way to go Patriots. You can watch their video at: NIEGOGREEN.COM

FLORIDA

9. Broward County

Broward County Public Schools, FL
Preserving the Planet for Posterity through Partnership and Teamwork

Broward County Public Schools (BCPS) is the fifth largest school district in the country, with more than 260,000 students and staff, and won the Florida Green Schools District Award for the second time in four years. BCPS reduced energy costs of more than \$34 million, and recently saved more than \$11 million in energy costs.

10. Broward County

Somerset Academy Miramar, Miramar, FL
Go Green Science Video Contest – “Safe and Sound”

Angelina Jadulal’s students remade the song Safe and Sound with a recycling twist on it. The students at Somerset Academy Miramar gave a recycling public service announcement with background music by the pop group Capital Cities. Each team member won \$25 gift cards. Angelina Jadulal took home a \$100 gift card.

Congratulations Sharks.

You can watch their video at: NIEGOGREEN.COM

11. Broward County

Annunciation Catholic School, West Park, FL.

Go Green Science Video Contest – “Go Green Contest”

Annunciation Catholic School students from Lisa Young’s class took home first place out of all 7th graders. Her students showed how their school encourages students to recycle both at home and at school. Each team member won a \$400 gift card to the Apple Store and Lisa Young won a \$100 gift card. Excellent job Aces.

You can watch their video at: NIEGOGREEN.COM

12. Palm Beach County

American Heritage Delray, Delray Beach, FL
Go Green Science Video Contest – “Reduce...Reuse...Recycle”

American Heritage of Delray Beach had a great showing in the Go Green Video Contest. Tamara Mazza couldn’t be prouder of her students. The student in the

14

video says “that recycling is so simple” we couldn’t agree more. Great job! Each student won a \$50 gift card and Tamara Mazza won a \$100 gift card. You can watch their video at:

NIEGOGREEN.COM

13. Pasco County

Seven Springs Middle School, Trinity, FL
Go Green Science Video Contest – “Recycling in Our Community”

The seventh grade Seven Springs Middle School teacher Dee Taylor had her students take the interviewing approach to produce their Go Green Video. The students interviewed their Principal Dr. Chris Dunning, as well as school resource officer Corporal Gilmore. Each team member took home a \$25 gift card. Dee Taylor won a \$100 gift card.

You can watch their video at: NIEGOGREEN.COM

NORTH CAROLINA

14. Wake County

Exploris Middle School, Raleigh, NC
Solving Current -- and Future -- Problems Around the World

Exploris won a Green Ribbon Award as they used EPA’s ENERGY STAR Portfolio Manager to calculate a 25 percent reduction in its greenhouse gas emissions.

In collaboration with the school’s landlords, an electrical timer was installed so that lights and the computer network automatically turn off during non-working hours.

SOUTH CAROLINA

15. Horry County

Ocean Bay Middle School, Myrtle Beach, SC

Ocean Bay Middle school is a Green Step School which is a South Carolina’s environmental education and action initiative that recognizes schools in South Carolina who take annual sustainable steps toward becoming more environmentally responsible.

Ocean Bay Middle School Garden Club wrote a grant and were awarded \$2300.00 for their sustainability program.

TENNESSEE

16. Knox County

Gresham Middle School, Knoxville, TN

Oak Ridge Associated Universities declared science teacher Jenny Alvey’s class the grand-prize winner of the ORAU Extreme Classroom Makeover. Out of more than 20 submitted video entries, Alvey’s winning video effectively demonstrated the challenge she faces each day when teaching her multi-tasking, technology savvy sixth graders. She was awarded \$25,000 in a prize package.

the 3 R's of SUSTAINABILITY

YOUR choice... your footprint

CHOOSE THIS: Recycle one aluminum can.

REDUCE THIS: ENERGY CONSUMPTION. Save the amount of energy it takes to power your television for 2 hours.

Schools can set an example for the whole community by reducing the amount of waste they produce.

Teach your school the three Rs. Schools can save energy, preserve natural resources, and prevent greenhouse gas emissions by reducing, reusing, and recycling.

RECYCLE

To promote recycling, your school can...

- Before starting a new school year, sort through the school supplies on-hand. Many supplies, like notebooks or pens and pencils, can be reused or recycled. You can share your used books and other school supplies with friends, relatives, or younger schoolchildren.
- For school dances or other events, decorations and other supplies can be borrowed or rented.
- Many schools reuse text books to save money and reduce waste. Covering your textbooks with cut-up grocery or shopping bags helps reduce waste and keeps your books in good condition.

REUSE

To reuse things instead of throwing them away, your school can...

- Set up boxes to collect scrap paper that has only been used on one side.
- Always print, copy, and write on both sides of a piece of paper.
- Create a school exchange where students can share supplies they no longer need with one another.

Try to borrow or rent things you'll only need for a short amount of time, and reuse the things you already have. When you have things you no longer need, give them to others who can use them. Use reusable bags when you go shopping. Use reusable packaging for storage that can be used for multiple purposes.

REDUCE

To reduce the amount of materials used, your school can...

- Have students view information on a computer screen or projector instead of printing paper copies.
- Purchase supplies that come in as little packaging as possible.
- Host "waste-free" lunch days.

Reduce the amount of new stuff you buy. To reduce waste, buy things that have less packaging. Email your homework: ask your teacher if they'll accept your assignment on a flash drive or by email.

<http://www.epa.gov/waste/education/toolkit.htm>

HAZARDOUS WASTE

When you hear the term, "hazardous waste," do you think of factory chemicals or the symbol for radioactivity? The broader definition of hazardous waste is any material that:

- Corrodes or eats away at other materials
- Explodes or ignites easily
- Has a strong chemical reaction to water
- Is poisonous.

Household hazardous waste includes paint, cleaners, oils, batteries and pesticides. These items have to be disposed of more carefully when you are finished using them. Many communities have special programs or pick-up days for hazardous materials. This should be done with adult supervision.

by the numbers:

5.8 Million Prescription Vials

In 2013, Publix more than doubled the number of vials they recycled compared to 2011. They were the first major regional supermarket pharmacy to introduce prescription vials made from both new and post-consumer recycled PET plastic. Customers can bring these vials back to their pharmacies where they are collected and sent to their vial manufacturer, who recycles them into new vials.

ATTENTION 6th Grade Teachers!
 Look for Sustainability Curriculum to be Delivered
 the 4th Week of September!



IMPORTANT DATES:
 » Mon, Sept. 22, 2014
 VIDEO CONTEST STARTS
 » Fri, Nov. 7, 2014
 LAST DAY TO ENTER



GO GREEN

Protect & Preserve Our Planet

VIDEO CONTEST

GRAND PRIZE
 (ONE PER GRADE LEVEL)

Up to four (4) Team Members will win an Apple Gift Card to purchase an iPad Mini.*

The Team Teachers for each winning Grand Prize team will win a \$100 Publix gift card.

2ND PLACE RUNNER-UP
 (ONE PER GRADE LEVEL)

Up to four (4) 2nd Place Runner-Up Team Members will win a \$50 Publix gift card.

The Team Teachers for each winning 2nd Place Runner-Up Team will win a \$100 Publix gift card.

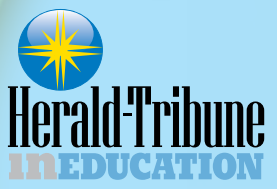
3RD PLACE RUNNER-UP
 (ONE PER GRADE LEVEL)

Up to four (4) 3rd Place Runner-Up Team Members will win a \$25 Publix gift card.

The Team Teachers for each winning 3rd Place Runner-Up Team will win a \$100 Publix gift card.

- 3 PRIZE PACKAGES PER GRADE LEVEL -

**Winning students may use their Apple Gift Card towards any eligible Apple product.*



Publix

WHERE SHOPPING IS A PLEASURE®

» www.NIEgoGreen.com

GREAT OPPORTUNITY FOR:
PROJECT-BASED LEARNING. A digital project that can inspire all middle school students.

PROJECT DESCRIPTION

GO GREEN

Protect & Preserve Our Planet

VIDEO CONTEST

» www.NIEGoGreen.com



Publix Super Markets, Inc. invites the entire sixth, seventh and eighth grade class in each and every county and state (in the project scope) to participate in the contest by making a video (up to three minutes in length) with a theme related to campus sustainability. Students or teams of students should produce their best, three-minute (or less) video promoting sustainability at their school. Topics should incorporate one of the three R's of sustainability: Reduce, Reuse or Recycle. Use the resources you have available. For example, many of today's emerging videographers create work on their cell phones. **Grab your video device and dive in.**

» THEME: GREEN ROUTINE®

We're looking for ideas that address a specific need for young people, create an impact beyond one community and reduce carbon consumption through education which, in turn, changes behavior.

» **TOPIC** Define who the members of your community are. This is your primary viewing audience. How will your video motivate members of your community to become aware, aligned and take action to become more sustainable through everyday choices? What first action would you want your viewers to take after seeing your video?

» **TEAMS** This contest was designed to inspire teamwork and community and to expand the discussion of sustainable choices on your campus. Involving multiple individuals or groups will add to the fun and creativity of making your video project. Teachers may enter either individual students or in teams of up to four (4) eligible students per team producing the video. (There is no limit on the number of students who may appear in the video.) If a teacher submits an entry for a team, none of those students can be part of another entry, either individually or as part of

another team. Duplicate entries will be disqualified.

» SUBMISSION REQUIREMENTS

You must receive permission for the use of the image or likeness of any and all identifiable persons appearing in your submission. You will be required to submit a release signed by each identifiable person appearing in your submission granting Publix and its project partners permission to use his or her image/likeness if your submission is selected as a finalist in the competition. Submissions that do not include all required information and adhere to the rules will not be reviewed.

Copyright Statement (Required) I attest that this video does not contain any copyrighted material not in the public domain or for which I have not obtained the rights to use, third party voice-overs for which I have not obtained the rights to use, or third party stock photography or artwork for which I have not obtained the rights to use.

Rules Statement (Required) I agree to abide by the complete rules of this contest.

VIDEO DEADLINE » FRIDAY, NOVEMBER 7, 2014

ELIGIBILITY»

The contest is open to all currently enrolled sixth, seventh or eighth grade students in public, private or home schools in the contest area (below). All contest participants must be a current sixth, seventh or eighth grade student at a middle school in one of the counties and states listed in project area.

Students entering the contest must receive grade verification from a teacher or school administrator. Not open to employees of Publix, Florida Press Educational Services Inc., or Herald-Tribune Media Group, or their family or household members.

Contestant certification – By submitting the contest entry form, your teacher certifies that you acknowledge and agree to comply with all of the rules and regulations set forth for the Go Green Video Contest.

CONTEST AREA»

- a. The entire state of FLORIDA;
- b. The following ALABAMA counties: Autauga, Baldwin, Calhoun, Coffee,

Elmore, Houston, Jefferson, Lauderdale, Lee, Limestone, Madison, Mobile, Montgomery, Morgan, Russell, Shelby, St. Clair and Tuscaloosa;

c. The following GEORGIA counties: Barrow, Bartow, Bibb, Bryan, Camden, Carroll, Chatham, Cherokee, Clarke, Clayton, Cobb, Columbia, Coweta, DeKalb, Dougherty, Douglas, Fayette, Forsyth, Fulton, Glynn, Greene, Gwinnett, Hall, Henry, Houston, Jackson, Lee, Lowndes, Muscogee, Newton, Oconee, Paulding, Richmond, Rockdale, Seminole, Spalding, Thomas, Tift and Troup;

d. The following NORTH CAROLINA counties: Mecklenburg and Wake.

e. The following SOUTH CAROLINA counties: Aiken, Anderson, Beaufort, Berkeley, Charleston, Dorchester, Greenville, Horry, Jasper, Lancaster, Lexington, Pickens, Richland, Spartanburg and York;

f. The following TENNESSEE counties: Davidson, Hamilton, Knox, Maury, Montgomery, Rutherford, Sumner, Williamson and Wilson



To submit an entry, each entrant or team must produce (write, shoot and edit to final production) his/her/their own video. All entries must be submitted by a teacher or school appointed designee.

To enter, go to NIEGoGreen.com and complete all required information on the page and click 'submit'. The Entry Period will begin at Monday, September 22, 2014 at 12:00:01 a.m. ET, and will end on Friday, November 7, 2014 at 11:59:59 p.m. ET. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules may be disqualified. Publix and its affiliates are not responsible for any errors or omissions in printing or advertising the Contest.

VIDEO FORMAT

- » **Running time:** cannot exceed three minutes
- » **Format:** digital video presented in any of the following file formats: .avi, .dv, .mov, .qt, .mp4, .mpeg, .3gp, .asf, .wmv or .mpg
- » **File size:** Must not exceed 1 GB in size

VIDEO CONTENT

Any media containing explicit content or content without permission/license will not be accepted. Publix reserves the right to refuse or remove any media for which they deem invalid. All content must be the original work of the entrant(s) or be legally licensed to qualify for the competition. Additional submission guidelines and other restrictions apply.

Please review the full rules.

JUDGING

REVIEW PROCESS: A rubric is an authentic assessment tool that most school districts use in competitions to measure students' projects on real-life criteria. They provide for a more consistent evaluation process by enhancing the quality of direct instruction. We will include the Digital Video Rubric attached below in the review process for all student video entries as a sum value of the criteria rather than using a single score. We have included the rubric prior to the contest launch as a consistent working guide for all sixth students and their teachers. By publishing it in advance, students from all six states in the contest area will know the full range of criteria on which their video will be judged.

PUBLIX GO GREEN VIDEO CONTEST RUBRIC » 63 POINTS

Points may be awarded on a sliding scale from 1-7, the point allocation listed below is just a guideline.

CATEGORY	7 PTS.	5 PTS.	3 PTS.	1 PT.
General Requirements	Video team fully followed instructions regarding length and formatting of the video.	Video team partly followed instructions regarding length and formatting of the video.	Video team did not follow some instructions regarding length and formatting of the video.	Video team did not follow most instructions regarding length and formatting of the video.
Objective or Thesis Green Routine®	The video clearly explained a Green Routine® and effectively highlighted its importance and effect as a sustainable practice.	The video clearly explained a Green Routine®, but did not effectively highlight its importance and effect as a sustainable practice.	The video did not clearly explain a Green Routine®, and only vaguely highlighted its importance and effect as a sustainable practice.	The video did not explain a Green Routine® and did not highlight its importance and effect as a sustainable practice.
Creativity & Originality	The video used a unique and original method to effectively express its message and was engaging to the viewer.	The video used traditional methods, but did include some unique elements that effectively drew in the viewer.	The video used a unique method to express its message, but the method overshadowed the message leaving the viewer unclear.	The entire video was crafted in a very traditional manner and did not include any creative elements that would draw in the viewer.
Content Facts & Information	All facts and information presented were accurate & complete.	Most facts and information presented were accurate & complete.	Some facts and information presented were accurate & complete.	Few facts and information presented were accurate & complete.
Videography: Techniques & Clarity	Video did not rock/shake and the focus was excellent throughout the entire video.	Video only occasionally had slight movement and/or slight focusing problems throughout the entire video.	The video was unstable and/or the focus was poor for part of the video.	Video was unsteady and moved, and the focus was very poor throughout the entire video.
Videography: Interest	Many different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Some variation in "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Few different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video.	Most of the shots were taken from only one camera angle, and the zoom was not well used.
Audio	The video's sound was sufficiently loud and clear at all times.	The video's sound sometimes faded out and was clear part of the time.	The video's sound was poor and not clear at all times.	The video's sound was insufficient and difficult to make out.
Style & Organization	The video was well conceived and showed good organization of the content.	The video showed good organization of the content.	The video was not well conceived or showed poor organization of the content.	The video was poorly done and showed little or no organization of the content.
Titles & Credits	All titles and credits are accurate, legible, and draw the viewer's attention.	Most titles and credits are accurate, legible, and draw the viewer's attention.	Some titles and credits are accurate, legible, and draw the viewer's attention.	Few (less than 75%) titles and credits are accurate, legible, and draw the viewer's attention.

JUDGING CRITERIA: Following is a general description of the evaluation criteria that is detailed in Contest Rubric above. The video entries will be judged based upon the following criteria:

- » Relevance to the theme of the video contest: A Middle School Green Routine®
- » Originality
- » Clear, concise creative statement & a well-defined primary audience.
- » Quality of submission.
- » Appropriate for a middle school campus audience and the surrounding community.
- » Well-defined narrative sequence that visually demonstrates: A Middle School Green Routine®
- » Memorable and engaging use of imagery and sound to communicate your message.
- » Resourceful use of the available equipment.
- » Visual metaphors are unique and avoid commonly used clichés.
- » The majority of the videocontent is original.
- » All non-original footage is public domain or licensed and cited as such.
- » All music is properly cited with permissions sought as needed.

1. YOU DO NOT HAVE TO BUY ANYTHING TO ENTER OR WIN. MANY KIDS MAY ENTER THIS CONTEST BUT ONLY A FEW WILL WIN PRIZES.

2. The Publix Show Us Your "Green Routine" Contest ("the Contest") is sponsored by Publix Super Markets, Inc. ("Publix"), Florida Press Educational Services, Inc. ("FPES"), and the Herald-Tribune Media Group ("HTMG") (collectively referred to "Sponsors"). This Contest is subject to all federal, state and local laws and is void where prohibited.

3. Contest begins on September 22, 2014. Entry deadline is Friday November 7, 2014 at 11:59:59 p.m. Eastern Time ("ET"). Each student may only enter once. HTMG's computer is the official time-keeping device for this Contest promotion. Winners will be announced on or about January 12, 2015.

4. Sponsors may interpret these Official Rules as needed — including but not limited to rules regarding entries, selection of winners, deadlines, restrictions on prizes, and eligibility — and all of Sponsors' decisions are final.

5. By entering, you (and your parent/legal guardian) agree to these Official Rules. There are other restrictions so read these Official Rules carefully.

ELIGIBILITY

6. To be eligible to participate in this Contest, you must have your parent or legal guardian's permission, you must be enrolled in either the sixth (6th), seventh (7th) or eighth (8th) grade and you must reside in the geographic scope of the Contest, which includes only the following areas:

a. The entire state of Florida;

b. The following Alabama counties: Autauga, Baldwin, Calhoun, Coffee, Elmore, Houston, Jefferson, Lauderdale, Lee, Limestone, Madison, Mobile, Montgomery, Morgan, Russell, Shelby, St Clair and Tuscaloosa;

c. The following Georgia counties: Barrow, Bartow, Bibb, Bryan, Camden, Carroll, Chatham, Cherokee, Clarke, Clayton, Cobb, Columbia, Coweta, DeKalb, Dougherty, Douglas, Fayette, Forsyth, Fulton, Glynn, Greene, Gwinnett, Hall, Henry, Houston, Jackson, Lee, Lowndes, Muscogee, Newton, Oconee, Paulding, Richmond, Rockdale, Seminole, Spalding, Thomas, Tift and Troup;

d. The following South Carolina counties: Aiken, Anderson, Beaufort, Berkeley, Charleston, Dorchester, Greenville, Horry, Jasper, Lancaster, Lexington, Pickens, Richland, Spartanburg and York;

e. The following Tennessee counties: Davidson, Hamilton, Knox, Maury, Montgomery, Rutherford, Sumner, Williamson and Wilson;

f. The following North Carolina counties: Mecklenburg and Wake.

7. You are not eligible to enter the Contest or to win any prizes if anyone in your immediate family (which means mother, father, sisters and brothers) is an employee of Publix, FPES, or HTMG.

8. There is no limit on how many students may appear in a Video Entry (defined below). However, each student is limited to participating as a Team member in one (1) Video Entry. In addition, Team member prizes are limited to four (4) students per Team.

PRIZES

9. Grand Prizes (3): Four (4) Team Members will receive an Apple Gift Card redeemable for up to \$400.00 in eligible Apple products. Team Teacher will receive a \$100 Publix gift card to use during a school recognition event. Approximate Retail Value ("ARV"): \$1,700.

10. 2nd Place Runner-Up Prizes (3): Four (4) Team Members will receive a \$50 Publix gift card and the Team Teacher will receive a \$100 Publix gift card to use during a school recognition event. ARV: \$300.

11. 3rd Place Runner-Up Prizes (3): Four (4) Team Members will receive a \$25 Publix gift card. Team Teacher will receive a \$100 Publix gift card to use during a school recognition event. ARV: \$200.

PRIZE RESTRICTIONS

12. Apple Gift cards are subject to any additional terms and conditions imposed by Apple Inc. Please refer to <http://www.apple.com/gift-cards/> for more information. Publix gift cards are subject to certain terms and conditions. Please refer to <http://www.publix.com/services/gift/Terms.do> for more

information. All details of all prizes are at Sponsors' sole discretion. You are responsible for any charges that are not specifically listed above in the prize description. You are also responsible for paying any taxes that may be associated with your prize.

13. You may not transfer or change your prize or exchange it for cash except that the Sponsors may substitute a prize with a prize of equal or greater value if they believe that it is necessary.

14. Any portion of your prize that you do not claim or use will be forfeit and you will not be entitled to any alternative or cash substitute. All prizes are being provided to you "as is" with no warranty or guarantee of any kind by Sponsors. Merchandise prizes do not have any warranty except for manufacturers' warranties (if any). Sponsors have not made any promises to you about any prize or any part of it.

TO ENTER

15. Entries will be accepted into the Contest starting on September 22, 2014 at 12:00:01 a.m. ET and ending on November 7, 2014 at 11:59:59 p.m. ET ("Entry Period"). To enter, your team (each a "Team") must follow the following steps:

a. **Step One:** Your Team will need to have a sponsoring teacher ("Team Teacher") who will first be required to visit NIEgogreen.com ("Contest Site") to provide his/her contact information (name, address, telephone number and email address). Once the Team Teacher has been validated, he/she will receive a link to return to the Contest Site to complete the online registration process for each his/her respective Team. The Team Teacher must supply the following information for each student member of your Team during the online registration process: (i) name, (ii) address, (iii) current grade in school, (iv) confirmation that the student's parent/guardian has given permission to participate in this Contest. Your Team may have as many Team members as you like, but only four (4) individual (student) prizes will be awarded for any winning Team.

b. **Step Two:** Create your video entry (your "Video Entry") relating to the contest theme of campus sustainability, which means the social and environmental practices that protect and enhance the human and natural resources needed by future generations to enjoy a quality of life equal to or greater than our own. Your Video Entry should incorporate at least one of the three "Rs" of sustainability: "Reduce", "Reuse", and "Recycle". Your Video Entry also must satisfy all of the "Submission Requirements" that are described below.

c. **Step Three:** Once you have finished creating your Video Entry, your Team Teacher must log back in to the Contest Site and follow the online instructions to submit your Video Entry. You may only enter the Contest one time. Once you have submitted your Video Entry, it may not be changed, modified or corrected.

16. To be eligible for the Contest, all Video Entries and information required in paragraph 15 must be received by Sponsors no later than November 7, 2014 at 11:59:59 p.m. ET. Any Video Entries that are not received along with all such required information by this deadline will not be judged or eligible to win. All Video Entries become the property of Sponsors and will not be returned or acknowledged.

17. Sponsors are not responsible for any entries that are lost, late, illegible, misdirected, mutilated or incomplete or that are not received by Sponsors by the deadline stated above for any other reason.

18. The information that is provided in connection with the Contest may be used by Sponsors in accordance with the Privacy Policy (or Policies) found at the Contest Site, which may be updated from time to time.

SUBMISSION REQUIREMENTS:

19. To be eligible for judging, your Video Entry must satisfy all of the following requirements ("Submission Requirements"):

a. Your Video Entry must be original to you and your Team members and must not include any content (such as music, pictures, video or other material) that was created by any other person unless you have obtained the rights to use such content or it is "public domain" content.

b. Your Video Entry must not contain any third-party logos, trademarks or copyrighted material.

c. Your Video Entry must not include any profanity, nudity, illegal or immoral conduct or any material that Sponsors or any of the Contest Judges

determine is offensive in their discretion.

d. Any person whose face is shown in your Video Entry must have given you permission to use their image in this Contest. If your Video Entry is selected as a winner, you will be required to provide Sponsors with their written permission to use their images in this Contest. Sponsors may require you to provide the names and contact information (such as phone number or address) of each person who is visible in your Video Entry.

e. Your Video Entry must not exceed one (1) GB in size or three (3) minutes in run time. Acceptable file formats are: .avi, .dv, .mov, .qt, .mp4, .mpeg, .3gp, .asf, .wmv or .rmpeg.

20. Any Video Entry that is determined by Sponsors in their sole discretion at any time during the Contest to violate the Submission Requirements or these Official Rules, or to otherwise be unsuitable, offensive or in poor taste, may be rejected and disqualified even if it has previously been submitted for any of the Panel Judging rounds (below). Sponsors retain sole discretion as to whether any Video Entry satisfies the Submission Requirements and these Official Rules and their decisions are final.

WARRANTY BY CONTESTANT

21. By entering your Video Entry, you promise that your Video Entry is original to and created by you and your Team Members and that it does not plagiarize, libel, disparage, or otherwise violate anyone's rights.

LICENSE

22. If your Team is declared a winner, you agree that you will grant to Sponsors a non-exclusive, perpetual, worldwide, royalty-free, irrevocable license to copy, distribute, display, modify, publish and make derivative works from your Video Entry or portions of your Video Entry on the Contest Site and in Sponsors' marketing materials in any media of any kind, including Sponsors' web sites, and you agree that you will not be entitled to any compensation or money for any of these uses of your Video Entry.

FIRST ROUND OF JUDGING (SEMI-FINALIST SELECTION)

23. On approximately November 10, 2014, FPES will assemble an independent panel of judges consisting of educational professionals who will judge all of the properly submitted Video Entries in accordance with the Digital Video Rubric detailed separately on the reverse page of these materials. Subject to verification of eligibility, the twelve (12) Teams in each participating grade whose Video Entries receive the highest overall scores during the First Round of Judging will be declared the Semi-Finalists, for a total of thirty-six (36) Semi-Finalists.

SECOND ROUND OF JUDGING (FINALIST SELECTION)

24. On approximately November 24, 2014, Publix will assemble an independent panel of judges consisting of Corporate Publix Marketing professionals. This second panel will judge the entries of the thirty-six (36) Semi-Finalists based on the judging criteria listed above. Subject to verification of continuing eligibility, the three (3) Semi-Finalists in each participating grade whose Video Entry receive the highest score during the Second Round of Judging will be declared a Finalist, for a total of nine (9) Finalists.

FINAL ROUND OF JUDGING (WINNER SELECTION)

25. On approximately December 15, 2014, Publix will assemble a new (and final) independent panel of judges consisting of Corporate Publix professionals. This second panel will judge the entries of the nine (9) Finalists based on the judging criteria listed above. Subject to verification of continuing eligibility, the Finalist in each grade whose Video Entry receives the highest score during Final Round of Judging will be declared the Grand Prize Winner, followed by the 2nd Place and 3rd Place Runner-Up Prize Winners.

26. In the event that there is a tie during any of the three (3) rounds of judging, the Video Entry that receives the highest score in the "Objective or Thesis" (Green Routine) category within the Digital Video Rubric detailed separately on the reverse page of these materials will be declared the winning Video Entry of the tied Video Entries. Sponsors reserve the right to select fewer than the stated number of Semi-Finalists, Finalists or Winners in the event that they do not receive a sufficient number of eligible and adequate entries.

27. Sponsors may, but will not be required to, post all or part of the winning Video Entries on the Contest

Site and other Sponsor web sites. Subject to obtaining parental consent (except where prohibited), Sponsors may, but will not be required to, show pictures and/or profiles of the Team Members and/or Team Teachers of the Grand Prize Winner and/or the Finalists and/or the Semi-Finalists on the Contest Site but will not be required to compensate the Team Members or the Team Teachers for such use of their pictures and/or profiles.

WINNER NOTIFICATION

28. Sponsors will contact the Team Teacher of the potential winning Teams via telephone and/or email using the information provided during registration. Team Teacher will be responsible for distributing the eligibility verification materials to the parents/legal guardians of Team Members of the potential winning Teams. Parents/legal guardians may be asked to provide Sponsors with valid identification, signed affidavits of eligibility and publicity releases (except in Tennessee) and proof of current enrollment and may be required to sign other legal documents, including tax forms and a release supplied by Sponsors which, among other things, releases Sponsors and a range of related companies or persons from liability related to this Contest and the prizes. Sponsors in their sole discretion may post the name of the Team Teacher and the first name and last initial of the Team Members of the confirmed Semi-Finalists and/or Finalists and/or Winners on the Contest Site.

29. A potential winning Team may be disqualified and forfeit its prize if any of the following occur: (a) Sponsors cannot reach its Team Teacher directly after trying to contact him or her for seven (7) days, (b) the Team Teacher or any Team member fails to satisfy any eligibility or verification requirement in these Official Rules within the time directed, (c) the potential winning Team refuses to accept the prize, or (d) the potential winning Team is determined to be ineligible for any reason.

30. In the event that a potential winning Team is disqualified for any reason, Sponsors will select an alternate winning Team from the remaining Video Entry entries using the same judging method and judging criteria set forth above, so long as there are a sufficient number of eligible and properly submitted Video Entries remaining. Any alternate winning Team must satisfy all eligibility requirements and restrictions of these Official Rules.

PUBLICITY RELEASE / COPYRIGHT RELEASE

31. By accepting a prize, where permitted by law, each winning Team and Team Member grants to Sponsors and those acting on their behalf (and agrees to confirm that grant in writing), the right to print, publish, broadcast, and use for the purposes of this or similar contest only, worldwide in any media now known or hereafter developed—including, but not limited to, the World Wide Web—at any time(s), their name, picture, likeness, and information, as news or information and for art, trade, and/or promotional purposes without additional compensation or review. Any individuals depicted in the potentially winning Video Entries must also sign and return a Liability Waiver/Publicity Release within the time period specified by Sponsors. Each winning Team and Team Member also grants to Sponsors the rights to use the winning Video Entries for promotion of this Contest or similar purposes for a period of three (3) years, where permitted by law.

LIMITATION OF LIABILITY / DISCLAIMER OF LIABILITY

32. All Teams, Team Teachers and Team Members agree that Sponsors and their respective parents, subsidiaries, directors, agents, agencies, affiliates, franchisees, promoters, officers, directors, employees and related persons (a) are not responsible for lost, interrupted, or unavailable network, server, or other connections, or for any failed telephone or computer hardware or software, or for any failed, delayed, misdirected, corrupted, or garbled transmissions or errors of any kind, whether human, mechanical, or electronic, or for entries that for any reason are not received by Sponsors by the deadlines stated above; (b) are not responsible for any injury or damage to any computer, modem or other electrical device as a result of participation in this Contest or downloading of any software or materials; (c) are released from any and all liability related to this Contest and the receipt and use of any prize; and (d) will not be responsible for the inability to select Semi-Finalists, Finalists or Winners because of postal failure, equipment failure, or data storage failure.

MISCELLANEOUS

33. Sponsors have the right to cancel, terminate or

suspend this Contest or any part of this Contest if the security, administration, fairness or operation of this Contest corrupted or impaired by any non-authorized intervention, network failure, information storage failure, telecommunications failure, malfunction, or other causes beyond Sponsors' control, as determined by Sponsors in their sole discretion. In that event, Sponsors will select the Semi-Finalists, Finalists or Winners from among all entries received at the time of the Contest termination that are not believed to have been affected by the event causing termination, using the same judging method and criteria set forth above.

34. Sponsors have the right to prohibit you or your Team from participating in this Contest if Sponsors determine (in their discretion) that (a) you have attempted to tamper with Contest in any way; (b) you have tried to cheat or circumvent the Official Rules; (c) you have acted in any unfair way while participating in the Contest; (d) you have tried to annoy, threaten or harass any other person or Sponsors; or (e) you have acted in any other disruptive manner. If Sponsors fail to enforce any of these Official Rules in any situation, that does not mean that Sponsors have waived the Official Rules with respect to you.

35. All activity arising out of and relating to the Contest is subject to verification and/or auditing for compliance with the Official Rules and you agree to cooperate with Sponsors concerning verification and/or auditing. All references to a Team's status as a "Semi-Finalist," "Finalist" or "Winner" are subject to verification and/or auditing by Sponsors. If verification activity or an audit evidences non-compliance with the Official Rules as determined by Sponsors in their sole discretion, Sponsors reserve the right to disqualify that Video Entry from the Contest at any time.

36. Sponsors reserve the right to correct typographical or clerical errors in any Contest-related materials. No more than the number of prizes stated above will be awarded. If more than that stated number of prizes is claimed for any reason, Sponsors will award only the stated number of prizes by selecting the Semi-Finalists, Finalists and/or Winners from all legitimate, un-awarded, eligible prize claims by applying the same judging method and criteria described above.

DISPUTES

37. By participating in the Contest, you agree that (a) any and all disputes, claims, and causes of action that relate to the Contest or any prizes, will be resolved individually, without any class actions of any kind; (b) any and all claims, judgments and awards will be limited to actual out-of-pocket costs, but will not include attorneys' fees; and (c) no person will be permitted, under any circumstance, to claim or receive any award of punitive, incidental or consequential damages or damages that are multiplied or increased in any way and you waive any claims for such damages.

38. All issues and questions relating to this Contest or the Official Rules in any way are governed by Florida law, regardless of any choice of law or conflict of law principles. Any legal proceedings relating to the Contest or the Official Rules can be brought only in the federal or state courts located in Hillsborough County, Florida and nowhere else and all you consent to jurisdiction in Hillsborough County, Florida. If any of these Official Rules is held to be invalid or unenforceable or illegal, these Official Rules will otherwise remain in effect and be interpreted as if the invalid or illegal rule were not included.

WINNERS' LIST / OFFICIAL RULES COPY

39. For a copy of the Official Rules or Winners' List, visit NIEgogreen.com, or mail a self-addressed, stamped envelope to: "Publix Show Us Your Green Routine" Contest, c/o Publix Marketing Department, 3300 Publix Corporate Parkway, Lakeland, FL 33811, specifying either "Winners' List Request" or "Official Rules Request." The Winners' List will be available after February 1, 2015.

TRADEMARKS

40. Any third party trademarks mentioned herein are the property of their respective trademark owners. The use or mention of such third party trademarks in these Official Rules or in the Contest is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the Contest.

What's the connection between the environment and the newspaper?



Well, of course, you recycle newspapers, but the connection is much stronger than that. Your local newspaper provides the latest and most in depth news on all environmental issues, from those pending before Congress to problems in your hometown. The advertisements let you know about green

products, from cars to paper towels. You can make the world a little greener just by being informed. What's more, you can use the newspaper to spread the word yourself – from writing a letter to the editor to sending in an announcement about an event your group is sponsoring. Your newspaper is a key tool in working for the environment.

JUST THE FACTS

Paper Recycling Facts

- When a tree is cut down, about **25%** will actually be used for paper.
- Every ton of paper that is recycled **saves about 17 trees**.
- Every tree provides enough **oxygen for three people** to breathe.
- It takes 75,000 trees to print a Sunday Edition of the New York Times.
- If all Americans recycled all their newspapers we could **save 250 million trees a year**.
- As Americans **we consume about 700 pounds** each year. This is **6 times more** than the global average of 110 pounds.
- The **first year** we recycled **more paper** than what we dumped into landfills in the US was 1993.
- The production of **recycled paper** causes only **25%** of the pollution caused from the production of newspaper.
- Every **ton of paper** recycled **saves** more than 3.3 cubic yards of **landfill space**
- The amount of **paper** recovered for **recycling** averaged **334 lbs.** for each man, woman and child in the United States in 2010.

Did you KNOW?

Each American uses approximately **one 100-foot-tall Douglas fir tree in paper and wood products per year.**

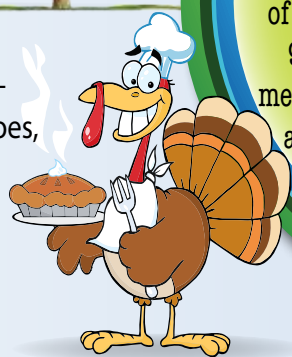
Source: EPA



by the numbers:

Get Into a Green Routine

Publix - Get Into a Green Routine program continues to encourage and support the efforts of their associates who work hard to keep recyclable materials out of the landfills. They had a company wide recycling rate last year of 51%. They recycled: 230,000+ tons of cardboard and wax cardboard, 4,000+ tons of Mixed Paper, 9,700+ tons of mixed plastic, 1,072,000+ pounds of scrap metal and 206,000+ pounds of tires. This recycling helped save approximately 3.9 million trees, 1.6 billion gallons of water and 761,000 cubic yards of landfill space. It also resulted in saving the equivalent to more than 2.5 million barrels of oil.



YOUR choice... your footprint

CHOOSE THIS: Recycle one Sunday newspaper instead of tossing it in the garbage.

REDUCE THIS: ENERGY. Save enough energy to light up a lamp for 50 hours!

37,000+ Cardboard Boxes

Each year during the holiday season, Publix customers can order a ready-to-heat Publix Deli turkey dinner complete with dressing, mashed potatoes, gravy, and cranberry-orange relish. For Thanksgiving 2012, rather than send bulk quantities of meal components to the stores for assembly, the dinners were pre-assembled and shipped complete. By putting the meals together at our warehouse, Publix realized many improvements, including recycling bulk cardboard boxes at our recycle center.



So, just what is plastic?

We all see and use plastic every single day of our lives, and we also know that we should recycle this stuff so that it can be used again...

YOUR choice... your footprint

- CHOOSE THIS:** Use a reusable water bottle instead of a throw away plastic water bottle.
- REDUCE THIS: FOSSIL FUELS.** If you fill one disposable plastic bottle a quarter of the way up with oil, it's the amount needed to make it. A family of four switching to reusable bottles would save 27 gallons of oil a year.

JUST THE FACTS:

- * In the United States we use **two and half million** plastic bottles **every hour**.
- * **Only 1 out** of every **four** will be recycled.
- * The manufacturing process used to make plastic bottles for bottled water in America requires more than **1.5 million barrels of oil** annually. The equivalent of this oil would **fuel some 100,000 U.S. cars** for a whole year.
- * A plastic bag that is **NOT** biodegradable can take up to **400 years** to be broken down.
- * More than **25%** of **bottled water** comes from a municipal water supply, the same place that **tap water** comes from.

Most plastics in the U.S. are labeled with the numbers 1 through 7, in line with the code developed in 1988 by the Society of the Plastics Industry. The numbers refer to the type of polymer used to produce the plastic in question. The numbers do not refer directly to the plastics' use in recycling. This is confusing when you are trying to recycle them. Number one and number two plastics are the most common and most easily recycled. Plastic containers with the other numbers are recycled differently from one community to the next. Contact your local recycling service to find out your local rules. These numbers can also help you to decide which products to buy before you use them. If you have a choice between two products when one comes in a bottle that you can recycle in your community and the other comes in a bottle that cannot be recycled, which should you buy? Of course, it is the one you can recycle.

The Seven Types of Plastic

Here's a list of the numbers, from 1 to 7. Each number represents the type of resin made to produce the plastic.

#1 PET (Polyethylene terephthalate): This is the plastic in most clear bottles and is considered to be safe. However it is known to have a porous surface that allows bacteria and flavor to accumulate, so it is best not to keep reusing these bottles as makeshift containers. This would include soda bottles, water bottles and large clear juice bottles. This plastic is picked up by most curbside recycling programs.

with hormonal development. It is also used to make food wrap, so you should never cook using food wrap, especially in a microwave oven. #3 plastic is rarely accepted by recycling programs.

#4 LDPE Low-density Polyethylene (This is a lightweight version of HDPE): It is frequently used for garbage, grocery, sandwich, produce and bread bags. This plastic is considered safe, but is unfortunately not often accepted by curbside recycling programs.

coolers, plastic silverware, food boxes, egg cartons, meat trays and disposable dishes. Evidence is increasingly suggesting that this type of plastic leaches potentially toxic chemicals, especially when heated. PS is very light and expensive to transport. This makes it very expensive to recycle so most communities do not accept PS, however you can recycle Styrofoam at Publix (please be sure to empty and clean cartons).

#2 HDPE (High-density Polyethylene): This plastic is considered safe and has low risk of leaching. It can be made without color as it is in milk bottles, and it is usually opaque. It can also be dyed any color for laundry/ detergent bottles, fabric softeners, bleach, butter tubs and toiletries bottles. It is also picked up by most recycling programs.

#5 PP (Polypropylene): Yogurt cups and similar wide-necked containers are often made from it, as well as water bottles with a cloudy finish. You'll also find it in medicine bottles, ketchup and syrup bottles, and straws. This plastic is also considered safe, and is increasingly being accepted by curbside recycling programs.

#3 PVC (Poly vinyl chloride): This plastic is tough and holds up better against some oils and alcohols, so it is frequently used for salad dressing and cooking oil bottles. There are phthalates in this material - softening chemicals that interfere

#6 PS (Polystyrene): This is a common plastic with many uses. It is often referred to by a brand name "Styrofoam." PS is used to make



#7 Other: This number basically means "everything else." It's a mixed bag, composed of plastics which were invented after 1987. Polycarbonate falls into this category, including the dreaded BPA. It also includes some baby bottles and food storage containers which resist staining. It is difficult to recycle #7 plastic and most curbside recycling programs won't accept it.



by the numbers.

3 Billion+ Paper and Plastic Bags Saved Since 2007

Publix customers helped them to reach this mark by remembering to bring in their reusable bags.

Publix offers in store recycling of paper and plastic bags at all of its retail locations. Not only can customers drop off any brand plastic shopping bag for recycling, they can recycle plastic sleeves from dry cleaning and newspapers. Publix recycled 9,700 tons of plastic, which combined with the cardboard and paper recycling, saved approximately 2.5 million barrels of oil.



WHAT IS YOUR water footprint?



YOU MAY ALREADY BE SAVING MORE WATER THAN YOU REALIZE. TAKE THIS QUICK TEST TO SEE HOW THOSE GALLONS ADD UP!

Answer: Yes or No

- _____ **Do you turn off the water when you brush your teeth or stand at the bathroom sink?** If so, you are saving 3 gallons or more for each minute you don't let water run down the drain.
- _____ **Do you take a quick shower rather than dawdling?** You can save 2 to 4 gallons for each minute you don't dawdle.
- _____ **Do you hand wash dishes, or use a dishwasher?** A full dishwasher uses 4 to 6 gallons of water each cycle, while hand washing uses 22 gallons on average.
- _____ **Do you drink water from a cup or reusable bottle rather than a plastic bottle?** It takes 1.5 gallons of water to manufacture a plastic bottle, so by avoiding plastic bottles you are also saving water.
- _____ **Do you recycle paper and plastic?** Recycling a pound of paper saves 3.5 gallons of water. Recycling plastic can save 10 gallons a day per person.
- _____ **Do you donate clothes and household goods?** Producing cotton clothing and goods requires water. By donating or reusing items, you are saving even more gallons!



JUST THE FACTS

Water Facts

- **68.7%** of the fresh water on Earth is trapped in **glaciers**.
- **30%** of fresh water is in the **ground**.
- **3%** of Earth's water is **fresh** water. **97%** of the water on Earth is **salt** water.
- Water covers **70.9%** of the Earth's surface.
- Water can dissolve more substances than any other liquid.
- It takes **7½ years** for the average American to use the same amount of water that flows over the Niagara Falls in **1 second** (750,000 gallons).
- Americans use about **100 gallons** of water **per day**.
- We use more water each day by flushing the toilet than by any other activity.
- Taking a **bath** requires up to **70 gallons** of water.
- A 5-minute **shower** uses only **10-25 gallons**.
- A running toilet can waste up to **200 gallons** of water per day.
- It takes more than **10 gallons** of water to produce one **slice of bread**.
- Over **713 gallons** of water go into the production of one **cotton T-shirt**.
- Roughly **634 gallons** of water go into the production of one **hamburger**.
- Water is the only substance found on earth naturally in 3 forms: solid, liquid & gas.
- At **1 drip** per second, a faucet can **leak 3,000 gallons** per year.

http://water.epa.gov/learn/kids/drinkingwater/water_trivia_facts.cfm

Source: EPA

Did you know?

Letting your faucet run for five minutes uses about as much energy as letting a 60-watt light bulb run for 14 hours. Why? Treating and supplying water to U.S. households requires energy - about 56 billion kilowatt hours each year. That's why saving water saves energy as well.

The water footprint calculator takes into account the water you save through recycling. You can find a quick calculator at <http://www.gracelinks.org/1408/water-footprint-calculator>



Each square mile of ocean is estimated to have 46,000 pieces of plastic floating in it.

YOUR choice... your footprint

CHOOSE THIS: Turn off the water when you brush your teeth two times a day.

REDUCE THIS: WATER CONSUMPTION. Save approximately 1,400 gallons of water each year - that's 39 bathtubs full!



YOUR *eco* footprint



Your ecological footprint is a measure of how much land, water and resources it takes to support your lifestyle and consumption. More specifically, it is a calculation of human demand – for housing, food, transportation, and more – in relation to how quickly the earth can absorb waste and regenerate resources. The footprint is currently based on scientific data and international standards that were developed in 2006.

The United States as a nation has the highest ecological footprint in the world. It's frequently noted that if all 6.8 billion residents of the earth lived as Americans do, we would need five planets. The world's population today uses 1.4 planets, meaning it takes one year and five months to regenerate what we use in one year. www.footprintstandards.org

Footprint Calculator

The widely used calculator helps business and government leaders make policy decisions based on data rather than having to guess. It incorporates some hidden costs – such as the cost of transporting the food you eat or clothing you buy to the store in your neighborhood. This system has been compared to an accounting tool we would use to understand how much money we are earning in comparison to how much we are spending.

Data gathered within the scientific fields of ecology (especially fisheries), environmental science, forestry, atmospheric science and climatology

and geography are all required to calculate today's footprint. It is a useful tool to help us understand how what we buy, how we travel and what we throw away can impact the earth. It can measure which changes (like recycling) have the most impact and help us make smarter daily choices. Calculate your footprint:

www.epa.gov/climatechange/kids/calc/index.html

Global Climate Change

When scientists talk about global climate change, they're talking about the pattern of change that's happening over many years. One of the most important trends that scientists look at is the average temperature of the Earth, which has been increasing for many years. This is called global warming.

"Climate is what we expect, weather is what we get."

- Mark Twain

by the numbers:

7.3% Reduction in Greenhouse Gases since 2007

Figured based on Publix's total square footage of building space, the amount of kWh they used, the amount and type of refrigeration used in their stores, the gallons of fuel used by their transportation fleet, and more.



YOUR choice... your footprint

CHOOSE THIS: Plant a tree, bush or flower.

REDUCE THIS: CO₂, a greenhouse gas. Trees and plants absorb this from the air and they green your corner of the world!

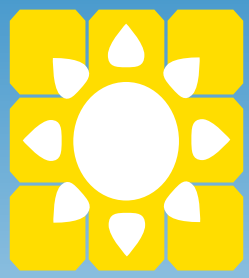
Did you KNOW?

The Signs of Climate Change:

- Changing Rain & Snow Patterns
- More Droughts • Higher Temperatures
- Warmer Oceans • Increased Ocean Acidity
- Rising Sea Level • Thawing Permafrost
- Wilder Weather • Melting Glaciers
- Less Snowpack
- Shrinking Sea Ice



Here's an easy way to remember the difference between weather and climate: **CLIMATE** helps you decide *what clothes to buy*, and **WEATHER** helps you decide *what clothes to wear* each day.



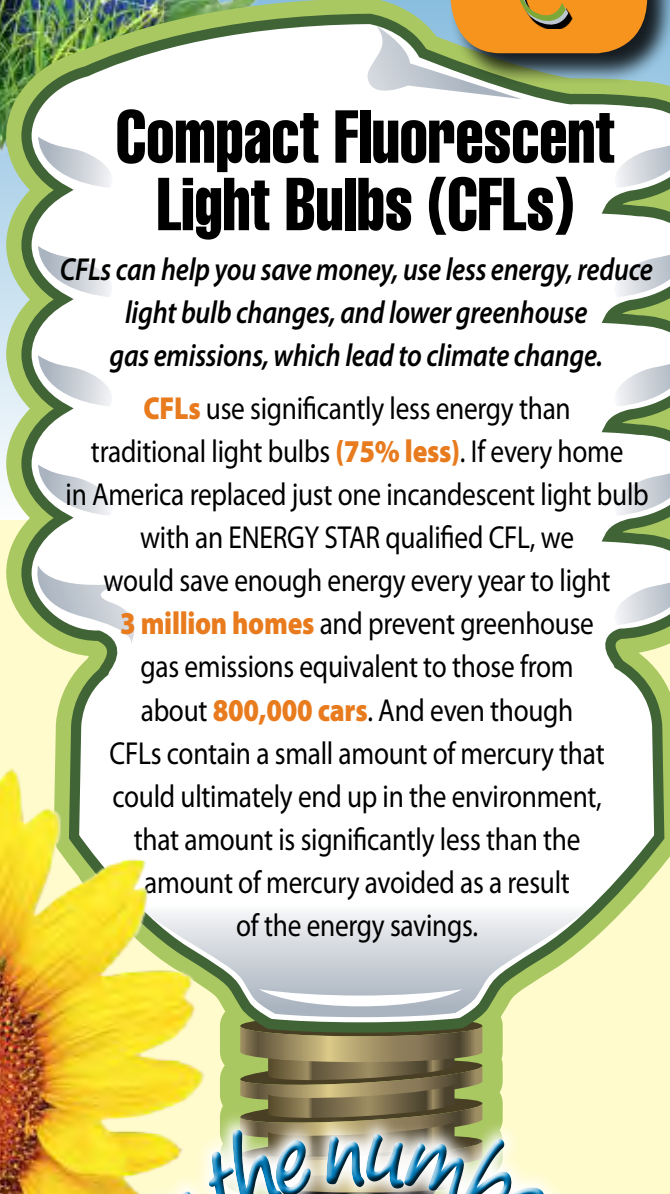
Solar Energy



Solar energy comes from using the sun as fuel to create heat or electricity. Solar technologies fall into two categories: passive and active. Passive solar produces heat and provides lighting for structures. Active solar produces electricity using a technology called Solar Photovoltaic (PV), or heat, hot water or electricity a technology called Solar Thermal.

Solar energy is considered environmentally friendly because the sun is a natural energy source that does not require the burning of fossil fuels and the associated air emissions. In addition, it is considered renewable since the energy produced from the sun does not deplete any natural resources, and will never run out.

Solar energy, however, is what is called an intermittent source, which means it is not always available. When it is cloudy or raining, the sun is unavailable to provide light, and solar energy systems are unable to produce energy. Therefore, many systems are designed with either some kind of energy storage feature, or a backup source of energy, such as the electric grid. These additional features allow the end user to continue to operate even when the sun is not shining.



Compact Fluorescent Light Bulbs (CFLs)

CFLs can help you save money, use less energy, reduce light bulb changes, and lower greenhouse gas emissions, which lead to climate change.

CFLs use significantly less energy than traditional light bulbs (**75% less**). If every home in America replaced just one incandescent light bulb with an ENERGY STAR qualified CFL, we would save enough energy every year to light **3 million homes** and prevent greenhouse gas emissions equivalent to those from about **800,000 cars**. And even though CFLs contain a small amount of mercury that could ultimately end up in the environment, that amount is significantly less than the amount of mercury avoided as a result of the energy savings.

by the numbers:

Electric Car Charging Stations

Seven electric car-charging stations are free to customers at six Publix store locations and they are looking for new locations where electric cars are popular to make more charging stations available.



TYPES OF SOLAR TECHNOLOGY:

Solar PV: Solar PV is one of the most environmentally friendly technologies available and is very easy to install on a building or property. PV technology uses the electrical properties of materials known as semiconductors to produce electricity. When hit by sunlight, a semiconductor material creates an electrical charge which can then be transferred through a circuit to anything that uses electricity. In a PV system, these semiconductors are produced in the form of cells, which are then assembled in a structural panel. Panels can then be assembled into larger groups, or arrays, to produce increasing amounts of electricity, depending on the amount of energy needed.

Passive Solar: Passive solar energy uses the sun's energy, simply through the way the structure is constructed. Buildings that use passive solar design can use fewer or smaller-scale active technologies to meet the remainder of their heating and lighting needs. Because the sun's energy is free, maximizing use of passive solar techniques before adding active technologies can significantly reduce ongoing energy costs.

Solar Heating: When passive solar is not enough, supplemental heating can often be provided by other active solar technologies. Small scale water and space heating often use a solar collector that concentrates heat in either water pipes or an air handling system that then distributes the hot air or water through the building as necessary.

Solar Thermal Electric: While most solar technologies are used in small-scale applications, solar thermal technologies can also be used on a much larger scale. These technologies are similar in concept to solar heating technologies, using sunlight to generate heat. They differ in that they create enough heat to power a generator that is then used to produce electricity. Around the country, the ability of utility scale applications of this technology to produce electricity is being tested. (Source: EPA)

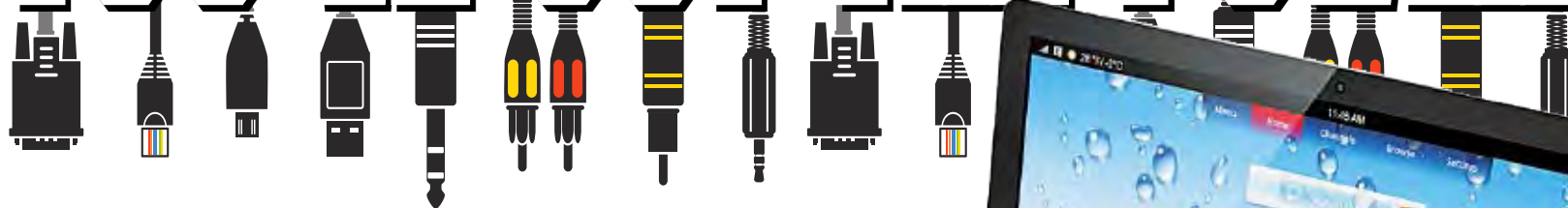
http://www.epa.gov/region1/eco/energy/re_solar.html

JUST THE FACTS:

- * Solar-powered school buses. A town in Wisconsin is using solar panels to charge hybrid electric school buses.
- * Google maps for solar panels. If you live in San Francisco or Boston, you can see the solar panels in your neighborhood on a map.
- * Solar joins the major leagues. Taiwan's National Stadium is being touted as the world's largest sports stadium. It's nicknamed the "flying dragon" after its silver-blue canopy, which coils like a tail and contains nearly 9,000 solar panels. When it's not in use, the stadium powers homes and businesses.



YOU'VE GOT THE POWER



OUR PLUGGED IN WORLD... relies on an ever-growing and constantly changing supply of electronic products. With newer, more hi-tech devices continuously becoming available to fit our lifestyles, we are replacing models at rapid rates with no signs of slowing down. As a result, they are becoming one of the fastest growing portions of America's trash. According to the Consumer Electronics Association (CEA), Americans now own approximately 24 electronic products per household.

What Can You Do? eCycle!

Do you have any old computers, cell phones, stereo equipment, televisions, VCRs, PDAs, video games, or other electronic equipment sitting around in your home? Believe it or not, these items, as well as other pieces of electronic equipment, can be recycled and refurbished for reuse in your schools and community organizations.

Donating used electronics for reuse extends the lives of valuable products. Recycling electronics prevents valuable materials from going into the waste stream. Many computer, TV, and cell phone manufacturers, as well as electronics retailers offer some kind of take back program or sponsor recycling events.

Electronic products are made from valuable resources and materials, including metals, plastics, and glass, all of which require energy to mine and manufacture.

Where to Donate or Recycle

Manufacturers and retailers offer several options to donate or recycle electronics.

To see where to recycle by device or brand name go to <http://www.epa.gov/epawaste/conserve/materials/ecycling/donate.htm>

About half of the states currently have laws on disposal and recycling of electronics and several other states are considering passing similar laws

Contact your local waste management for details on e-Cycling in your county.

To learn more about e-Cycling visit <http://www.epa.gov/epawaste/conserve/materials/ecycling/index.htm>

Source: EPA



Did you KNOW?



The metals, plastics and rechargeable batteries from recycled cell phones can all be reused to create new products. Cell phones contain gold, silver, platinum, palladium, copper, tin, and zinc which can be recovered in the recycling process. They can be used to make jewelry, electronics and even art. The plastics recovered from cell phones can be used to make new cell phones or to create plastic garden furniture, license plate frames, containers or replacement auto parts.

The rechargeable batteries can be recycled into other rechargeable battery products.

Source: EPA



YOUR choice... your footprint

CHOOSE THIS: Turn off the electronics and talk to friends face-to-face.

REDUCE THIS: ENERGY AND CO2 EMISSIONS. Save money, energy, CO2 emissions and get ahead of the pack on your social skills.

JUST THE FACTS

Electronic Recycling Facts

- Recycling one million laptops saves the energy equivalent to the electricity used by more than 3,500 US homes in a year.
- For every one million cell phones we recycle, 35,000 lbs. of copper, 772 lbs. of silver, 75 lbs. of gold, and 33 lbs. of palladium can be recovered.

Source: EPA

HOUSEHOLD ELECTRICITY



Get a handle on your everyday energy use. What does one kilowatt hour mean in terms of home energy?

One kWh of energy will yield:

- One hour of a room air conditioner
- Eight hours on a computer
- Three coffee brews on an electric coffee pot
- Five hours of play on a video game player
- Two nights of light from a 60-watt incandescent light bulb

Nonrenewable Energy

Comes out of the ground and cannot be replenished quickly. Coal, natural gas, oil, and petroleum products are fossil fuels that are not renewable.

Uranium which is mined for use in nuclear power is not renewable.

Renewable Energy

Energy from sources that are constant (such as sunlight) and that can be replenished quickly.

by the numbers:

10.8% Improvement in Retail Operations

92,000 homes could be powered* with the 1.4 billion kilowatt hours (kWh)

Publix has saved since 2002.

*Based on an annual average of 15,000 kWh per home.

Did you KNOW?

The use of electronic products has grown substantially over the past two decades, changing the way and the speed in which we communicate and how we get information and entertainment. According to the Consumer Electronics Association (CEA), Americans now own approximately 24 electronic products per household.

Source: Consumer Electronics Association. Market Research Report: Trends in CE Reuse, Recycle and Removal. April 2008.

Do You Have

Phantoms In Your House?

Phantom load is the energy wasted when an electronic device is in standby mode, or "off," but still plugged into the outlet and consuming power. Devices such as microwave ovens, cordless phones, cable boxes, televisions and computers use electricity for built-in clocks and timers even when they are turned off. The usage for each one alone wouldn't make a noticeable difference to your family's energy bill, but together, they can add up to approximately 10 percent of household power consumption. This costs about \$100 per household annually.

SOURCES OF Renewable Energy:



• **Biofuels** – fuels made from plants, from wood logs for burning to corn, which is used to make ethanol.



• **Hydroelectric** – energy generated from the flow of water.



• **Wind** - energy collected from the wind's kinetic energy that is converted to electricity.



• **Solar** – energy from the sun that is converted into heat or electricity.



• **Geothermal** – heat from the earth that we recover as steam or water for heating in reservoirs of volcanoes and geysers

RATE YOUR HABITS:

How green are you in your daily routine?

After school, I like to:

- A** Get some exercise, play games and hang out with friends.
- B** Watch television, play video games, hang out on the computer.

When I no longer want or can use something I own – such as clothing, shoes or electronics – I usually:

- A** Find a friend who can use them or donate them to a charity or school.
- B** Throw them away and buy new.

When I have paper, plastic or glass that can be recycled, I:

- A** Put it in a recycling bin or save it for a recycling center.
- B** Toss it in the garbage.

When I'm using water from the faucet, I:

- A** Turn off the faucet unless I'm using the water.
- B** Let the water swirl down the drain while I check myself out in the mirror.

If you selected all As, congratulations, you are thinking and acting green!

If you selected As and Bs, you could improve your habits and reduce your footprint.

If you selected all Bs, you could make a big impact now by greening your routine!

YOUR choice... your footprint

CHOOSE THIS: Walk or bike instead of driving.

REDUCE THIS: FUEL AND CARBON DIOXIDE EMISSIONS. Save fuel & 1 pound of carbon dioxide emissions for every mile you travel.

Make a **PLAN**.
Put it in **ACTION**.
VIDEO record it.
SUBMIT it to the Contest
...It's that easy!
>> www.NIEgoGreen.com

“...real change only comes from a concerted effort, and so we work with everyone from environmental agencies to our suppliers to help develop and maintain systems that support our ecology.”

– Publix Super Markets, Inc.

by the numbers:

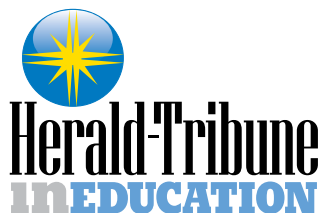
19,000 Tons of Food Waste By-Products for Animal Feed

Publix manufacturing operations send everything from potato peels from their Deli Plant to corn husks from their fresh foods operations to whey from their cottage cheese and yogurt production for animal feed to local farmers.



Publix

WHERE SHOPPING IS A PLEASURE®



» A Newspaper in Education publication brought to you by Publix Super Markets, Inc.

» For additional information regarding this Newspaper in Education program, please contact Herald-Tribune Media Group Newspaper In Education at (941) 361-4545 or e-mail: gogreen@heraldtribune.com

» For more information on the Publix GREEN YOUR SCHOOL'S ROUTINE CONTEST go to www.niegogreen.com/