**THE GALLERY COLLECTION®**
*Premium Quality Cards for a Lasting Impression®*

September 5, 2012

RECEIVED
SEP 07 2012
COMMISSIONER OF EDUCATION
FRANKFORT, KENTUCKY

Terry Holliday
Commissioner
Kentucky Department of Education
500 Mero Street
1st Floor CPT
Frankfort, KY 40601

Dear Sir or Madam:

Today's rising education costs and the current state of the economy has made funding higher education particularly challenging for students. That is why we are so pleased to be able to once again offer a **$10,000 cash scholarship** to be given to the winning student in our 6th annual national competition to Create-A-Greeting Card. In addition, a **$1,000 cash prize goes to the school** of the winner.

This scholarship contest is unique, simple and easy for students in high school or college to enter. And, the winner's entry will be produced and sold as a real greeting card!

**The 6th Annual Create-A-Greeting-Card Scholarship is for ALL students!**

- **Artwork or a digital photo can be entered**
- **No complicated or oppressive rules**
- **Easy and fast online entry**

We would like to inspire the youth of today to recognize quality and beauty and to capture it, whether that be in the form of a digital photo or a finished piece of art from their art class or computer lab. The contest can be a **turning point in the life of a student** who might not otherwise be able to afford the education they deserve but we need your assistance!

Please review the materials enclosed, especially the sample cards (including a sample of one of the past winners) and the official rules. What we are looking for can be in photography, graphic design, or fine arts. To see a complete set of our designs, simply visit our website, www.GalleryCollection.com

In order for this scholarship program to be a success, we need your help to publicize the scholarship and the online entry within your educational community. **Please help us by taking one of the important "Next Steps" outlined on the enclosed "Next Steps" document.**

Sincerely,

*Allen R. Greenwald*

Allen R. Greenwald, President

Prudent Publishing, 65 Challenger Rd., Ridgefield Park, NJ 07660 Phone: (201) 641-7900 www.gallerycollection.com

# *6th Annual*
# *$10,000 Create-A-Greeting-Card*
# *Scholarship Contest*

## *Next Steps you can take...*

- **Place a link on your website** - Request a link to this contest appear on your department or school's website. Please link to www.gallerycollection.com/greeting-cards-scholarship.htm

- **Notify other school officials** - Tell administrators, teachers, professors, counselors and even parents about this contest so they can help spread the word.

- **Provide us with names of other school officials** - Tell us to whom we can send this information to help more students hear about the Scholarship Contest (email addresses are preferred)

Any step you take is a big help!
Please feel free to send questions or suggestions to
scholarshipadmin@gallerycollection.com

## *Thank You!*

**P.S. –** Our goal is for every eligible student to have the opportunity to participate in this inspirational and simple-to-enter Scholarship Contest. **If there is a more appropriate person to help assist with the "Next Steps" please forward this packet to them.**

## *OFFICIAL SCHOLARSHIP RULES*

*of the 6th Annual*
*Create-A-Greeting-Card*
*Scholarship Contest*

**SPONSOR**. The Contest is sponsored by Prudent Publishing Company, Inc./The Gallery Collection, 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660 ( the "Sponsor").

**ELIGIBILITY**.

1. All high school, college and university students enrolled at any time during the latter half of 2012 in an academic program designed to conclude with the awarding of a diploma or a degree are welcome to participate in our scholarship competition. In addition, all members of the armed forces of the United States during the latter half of 2012 are welcome to participate in our scholarship competition.

2. This contest is open to legal residents of the fifty (50) United States and the District of Columbia, as well as American Samoa, Guam, the Commonwealth of the Northern Mariana Islands, the U.S. Virgin Islands, and Puerto Rico. International students who have a student visa to attend school in the United States are considered legal residents and eligible.

3. Applicants must be 14 years of age or older at the time of entry, unless prohibited by law. In the case of military personnel only, applicants must not have reached their thirty-fifth ($35^{th}$) birthday by March 19, 2012.

4. Employees of Sponsor, their family members, and persons living in the same household as employees or their family members are not eligible.

5. No purchase is necessary to enter the Create-A-Greeting-Card Scholarship: gallerycollection.com's annual $10,000 contest to create a Christmas card, holiday card, birthday card or all-occasion greeting card.

6. Void where prohibited by law. The Contest is governed by U.S. law and is subject to all applicable federal, state, and local laws and regulations.

7. One application allowed per person. If it is determined that a person has entered with more than one identity, all of that person's entries will be disqualified.

8. No prize will be awarded to applicants who do not meet the eligibility requirements. All information on the application must be accurate and complete.

**TIMING**. The Contest begins at 12:01:00 a.m. Eastern Time ("ET") March 19, 2012 and ends at 11:59:59 p.m. ET, January 16, 2013. Applications submitted after January 16, 2013 are not eligible. Incomplete submissions or submissions sent outside the Contest Entry Period will not be considered. All non-digital entries must be postmarked not later than January 16, 2013.

**AGREEMENT TO OFFICIAL RULES**. Participation in the Contest constitutes applicant's full and unconditional agreement to and acceptance of these Official Rules. By entering the Contest, applicant warrants that the submission is an original work, has not been previously published or won any award, and that applicant is aware of no conflicting rights in the submission including but not limited to copyright or other intellectual property right as further identified below in the section entitled "No Infringement." Applicants agree that Sponsor, its affiliates, parents, subsidiaries, agents or contractors and their employees, officers and directors shall not be liable for injury, loss or damage of any kind resulting from participating in this Contest.

**ORIGINALITY; NO INFRINGEMENT**. All designs or photographs must be the original work of the applicant. All applicants represent, state, and agree that their Contest submission will not infringe upon the intellectual property rights of any third party, including by way of example and not by limitation, any copyright, trademark or patent rights belonging to any third party. Plagiarism in any form will result in disqualification.

**PUBLICITY; USE OF NAME AND LIKENESS**. Except where prohibited by law, entry in the Contest constitutes each applicant's consent to the Sponsor's use of his or her name, city and state of residence, entry, likeness, photograph, and image for advertising, publicity, and promotional purposes in any media, online or offline, without further permission, consent, payment or other consideration.

**USE OF DESIGNS AND PHOTOGRAPHS**. All non-winning designs and photographs submitted remain the property of the applicant. Prudent Publishing Company, Inc shall have the right to use said designs and photographs for publicity or as content in any media, online or offline, without further permission, unless prohibited by law. Notwithstanding these rights, should the Sponsor wish to publish a non-winning entry as a greeting card, it will compensate the applicant (assuming agreement is reached) in the usual and customary amount as it would compensate its regular contributing artists. In such a case, if agreement is not reached, the applicant would be able to prevent the Sponsor from publishing the non-winning entry as a greeting card.

The winning entry, once determined, shall become the exclusive property of Prudent Publishing Company, Inc. and may be used for publicity, publication, or as content in any media, online or offline, without further permission, unless prohibited by law.

All original artwork including but not limited to digitally uploaded images, original photographs, paintings, drawings and otherwise submitted material will not be returned to the entrant. The one exception to this rule is as follows: the Sponsor will return original artwork it has requested from a potential winner who does not in fact become the winner.

**HOW TO ENTER**. Contest participants should register on the www.gallerycollection.com website. Look for the scholarship page on the site and complete the online application. Or, navigate directly to www.gallerycollection.com/greeting-cards-scholarship.htm The online application must include an original work of art or photograph, the applicant's first and last name, date of birth, phone number, mailing address, e-mail address, grade level, name of school currently attending and school's website address. The contest is limited to one entry per person. If a person enters multiple times, all of their entries will be disqualified. See Create-A-Greeting-Card Guidelines below for further information and alternative postal mail submission.

**JUDGING CRITERIA; OVERALL AWARDS**. There will be one (1) Scholarship Prize of $10,000 awarded (referred to as "the Scholarship") and one $1,000 prize awarded to the winner's school, selected from among all eligible Contest Entries. The Sponsor employs several experts in the area of Greeting Card Designs. A panel of objective judges selected by the Sponsor from these employees will score all eligible Contest Entries based on the Judging Criteria below and will select the Scholarship recipient on or about 12:00:00 p.m. ET on March 15, 2013 at Prudent Publishing Company, Inc., 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660. The decision of the judges is final. The following Judging Criteria will be used to determine the Scholarship recipient:

1. Overall aesthetic appeal
2. Quality of execution
3. Creativity and Originality
4. Successful incorporation of design elements
5. Appropriateness for use as a greeting card
6. Attractiveness to The Gallery Collection's corporate and consumer customers
7. Suitability as a design in Prudent's Gallery Collection greeting card line (see www.gallerycollection.com website for current designs)

Non binding user voting may be taken into consideration when determining the final Winner.

**NOTIFICATION OF WINNER.** The Winner will be notified by email or mail not later than March 15, 2013. The Winner will also be announced on the Prudent Publishing Company, Inc. website (www.gallerycollection.com) on or before March 15, 2013.

**PRIZE AND AWARD.** Scholarship Prize: The applicant with the winning entry will receive a cash scholarship of $10,000.00 plus a $1,000 prize for their school. If the Winner is enrolled in an educational institution, the $10,000 Scholarship will be paid directly to the institution so far as is necessary to complete payment of the Winner's tuition, fees, and books and supplies expenses. Any remainder of the $10,000 scholarship will be paid directly to the Winner. Where the Winner is a minor, the Scholarship will be awarded to the Winner's parent or guardian, as custodian for the

Winner, or to his or her educational institution as above, if the parent or guardian so prefers. No substitution or transfer of prizes is permitted. Any taxes due on the Scholarship prize or any other prizes awarded are the sole responsibility of the Winner and/or his or her parent or guardian. Sponsor will issue an appropriate 1099 form to the Winner (or his or her parent or guardian).

Payment of awards will be contingent upon receipt of verification that the applicant meets all of the eligibility requirements.

We reserve the right to announce monthly finalist(s) and award additional prizes. The prizes, or amounts of the prizes, not yet determined.

All scholarships and any additional prizes are awarded without regard to race, sex, sexual orientation, religion, age, or national origin.

**GENERAL TERMS AND CONDITIONS**. Winning is contingent upon fulfilling all requirements of these Official Rules and Sponsor's decisions as to the administration of the Contest and prize awards are final. Sponsor will notify the potential Winner on or about March 15, 2013, in accordance with the information provided by applicant in the Contest entry. In the event that an applicant's telephone number or address changes, it is applicant's responsibility to notify Sponsor of such change. The potential Winner, or where the potential Winner is a minor, the potential Winner's parent or guardian, must sign and return (1) an Affidavit of Eligibility and a Publicity/Liability Release (except where prohibited by law) and (2) the original artwork and/or a hi-resolution file within seven (7) days of receipt of those documents or the prize may be forfeited. In the event that any prize notification is undeliverable, Sponsor is unable to contact a potential winner, or response to a prize notification is not received within seven (7) days of its issuance, the prize may be forfeited. Where a prize is forfeited, the applicant with the next best overall design qualifications in accordance with the Judging Criteria will be chosen as an alternate Winner.

Because this is a Contest of skill, the odds of winning depend upon the quality and eligibility of the submissions received, as well as the number of entrants. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should fraud, technical failures, or any other factors beyond the reasonable control of Sponsor impair the integrity of the Contest, as determined by Sponsor in its sole discretion. ***By entering the contest, entrant agrees to release and hold harmless sponsor, its parent, subsidiaries and affiliated companies, officers, directors, employees and agents from and against any and all claims, causes of action and/or liability for any injuries, illness or death, loss or damage of any kind arising from or in connection with participation in and/or entry into the Contest or receipt or possession, use or misuse of any prize or element thereof.*** Sponsor, its respective affiliates, parents, subsidiaries, agents and employees are not responsible for late, lost, illegible, incomplete, stolen, misdirected, illegitimate, or impermissible submissions or mail; postage due mail; or any other error whether human, mechanical or electronic.

**PRIZE WINNERS AND OFFICIAL RULES.** A copy of these Official Rules and the Winner's name may be obtained by visiting www.gallerycollection.com/greeting-cards-scholarship.htm, or by sending a self-addressed, stamped envelope to: "Prudent Publishing Create-A-Greeting-Card Scholarship", 65 Challenger Road, PO Box 150, Ridgefield Park, NJ 07660 Contest results will be available after March 15, 2013. Requests must be received by April 15, 2013.

**CREATE-A-GREETING-CARD GUIDELINES:** Prudent Publishing Company, Inc has been a publisher of premium, personalized greeting cards for over 75 years. Our Gallery Collection© lines of Holiday and All-Occasion cards are sold through our direct mail catalogs and website only, and are targeted to a corporate clientele. Our cards are of the highest quality, using rich paper, heavy embossing and foil stamping.

## 1. GENERAL

•Please note any design receiving a Scholarship Award from Prudent publishing, becomes the exclusive proprietary property of Prudent Publishing and cannot be copied, reproduced, or given to any other parties without our expressed written permission. All such information/material supplied and/or produced shall be kept in confidence. Once a design is accepted by Prudent Publishing for a Scholarship Award, Prudent Publishing will own sole reproduction rights, in any medium, and you will be required to sign a copyright assignment relinquishing all right to the design.

•All of our designs are produced in a 5 1/2" x 7 7/8" format. While each entry does not need to be submitted in that exact size, it should be proportional to those dimensions. Entries should not exceed 16" x 23".

•Most designs or photographs are horizontal.

•All designs are tested extensively. Many different stocks, foils, colors, type solutions and cropping variations are explored on each design.

•Once a design is produced for publication, credit to the artist is only given in our catalog and website. A standard Gallery Collection© credit line appears on the card itself.

•Create-A-Greeting-Card scholarship contest may also be known by other names: Create-A-Holiday Card, Create-A-Christmas Card, Create-A-Birthday Card.

•Any type of greeting card design can be entered regardless of the contest name. Only one $10,000 prize and only one $1,000 prize will be awarded annually.

## 2. SUBMISSIONS FOR ENTRY

**•Online entry is preferred:** Please visit www.gallerycollection.com and look for the scholarship link at the top of the page or navigate directly to www.gallerycollection.com/greeting-cards-scholarship.htm Fill out the entry form and upload artwork or photograph in JPEG (.jpg) format. Maximum file size is limited to 2 megabytes.

**•Entry by mail:** Originals or copies of artwork or photographs may be sent as original artwork, slides, color copies or printed samples. All physical entries

should be accompanied with an entry form. A printable entry form is available online at www.gallerycollection.com/greeting-cards-scholarship.htm. Artwork submissions will be preferably no larger than 16"x23".

Submission address:

By postal mail to:
Scholarship Administrator
The Gallery Collection
Prudent Publishing Company, Inc.
P.O. Box 150
65 Challenger Rd
Ridgefield Park, NJ 07660

- The manner of entry will have no bearing on chances of winning.

- Questions about the Scholarship Contest can be addressed by email to scholarshipadmin@gallerycollection.com