

YOUNG ADULT LIBRARY SERVICES ASSOCIATION

WrestleMania® 26 Reading Challenge

OFFICIAL RULES

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

GENERAL DESCRIPTION: Would you like to win a trip for two (2) to WrestleMania® 26 or other cool prizes? Join the WrestleMania® 26 Reading Challenge (the “Challenge”). All you have to do is read a combined total of ten (10) books, graphic novels and magazines and design a bookmark around a slogan that promotes reading. Participants must also complete and submit a log sheet indicating the name and author of the books, graphic novels and magazines read.

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

HOW TO ENTER: No entry fee necessary to enter. Between Monday, October 19, when the reading period begins, and 12 p.m. (local time) on Tuesday, January 12, 2010, when the reading period ends, go to your participating school or public library, check-out and read a combined total of ten (10) books, graphic novels and magazines. You may also purchase books, graphic novels and magazines to read. Complete a log sheet, available from your librarian, indicating the name and author of the books, graphic novels and magazines read, and design a bookmark which includes a slogan that promotes reading. Your slogan may be written in either English or Spanish.

To enter, go to your school or public library and complete the entry form available from your librarian. Submit the form to your librarian, along with your log sheet and your bookmark no later than Tuesday, January 19, 2010 (a) by email (to an address provided by your local participating library), or (b) by hand delivery. Only one entry per person. Entries become the property of Sponsor and will not be returned. Entrants under the age of majority should get a parent’s or legal guardian’s consent prior to entering the Challenge.

All entered bookmarks shall become the property of WWE. By entering this Challenge, all entrants agree that WWE shall have sole right, title and interest in and to the bookmark designs and slogans, including without limitation the right, but not the obligation, to alter, modify, publish, reproduce, sell, distribute or

otherwise disseminate any winning or non-winning bookmark in any and all media now existing or hereafter discovered or developed.

READING CHALLENGE FIRST ROUND: All entries submitted at each participating library will be evaluated by a qualified team convened by that library's librarian based on the following objective criteria: (a) impact of the slogan; (b) originality of the design; (c) relevance of the graphics/images to the slogan; and (d) overall visual appeal. Each criterion will count for one-fourth of the entrant's total score. In the event of a tie for the top score, the entry receiving the highest score for impact of the slogan among the tied entries will be named the First Prize Winner.

By Thursday, January 28, 2010, each participating library will select and announce three (3) **First Prize Winners** – one (1) from among entries from grades 5-6, one (1) from among entries from grades 7-8, and one (1) from among entries from grades 9-12. The decisions of the librarians and reviewing teams are final and not subject to appeal.

READING CHALLENGE FINAL ROUND: All First Prize winning bookmarks will be submitted by the participating elementary, middle, junior high or high school or public libraries to YALSA no later than February 5, 2010. The entries from the fifty (50) United States and the District of Columbia will be divided into five (5) geographic regional groups, Northeast, Midwest, South, West and Phoenix/Glendale. The Northeast regional group will include all entries from Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Jersey, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont. The Midwest regional group will include all entries from Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. The South regional group will include all entries from Alabama, Arkansas, Kentucky, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. The West regional group will include all entries from Alaska, Arizona (excluding the Phoenix/Glendale area), California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. The Phoenix/Glendale regional group will include all entries from Phoenix and Glendale libraries, the WrestleMania® 26 host city. The entries from Canada will be divided into two (2) geographic regional groups. The West Region will include all entries from British Columbia, Alberta, Saskatchewan, and Manitoba. The East Region will include all entries from Ontario, New Brunswick, Prince Edward Island, Nova Scotia, Newfoundland and Labrador. Thus, there will be a total of seven (7) geographic regional groups in the United States and Canada.

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

All First Prize winning entries submitted by each participating library will be evaluated by a qualified team convened by YALSA based on the following objective criteria: (a) creativity; (b) originality; (c) impact of the slogan and (d) visual appeal. Each criterion will count for one-fourth of the entrant's total score. In the event of a tie for the top score, the entry receiving the highest score for creativity among the tied entries will be named the winner.

On or about February 23, 2009, a **Grand Prize** will be awarded to three (3) students from each geographic regional group who prepared the best bookmark from that geographic region for their grade category (one from grades 5-6, one from grades 7-8 and one from grades 9-12). A total of seven (7) Grand Prizes will be awarded for participants in grades five through six; a total of seven (7) Grand Prizes will be awarded for participants in grades seven through eight; and a total of seven (7) Grand Prizes will be awarded for participants in grades nine through twelve. The decisions of YALSA are final and not subject to appeal. Each Grand Prize Winner from grades 5-6 will be provided a copy of *THERE'S A*

GIRL IN MY HAMMERLOCK by Jerry Spinelli. Each Grand Prize Winner from grades 7-8 will be provided a copy of *SATURDAY NIGHT DIRT* by Will Weaver, and each Grand Prize Winner from grades 9-12 will be provided a copy of *SUPER STOCK ROOKIE* by Will Weaver to read in preparation for the final competition on Saturday, March 27, 2010.

FINAL COMPETITION GRADES 5-6: On March 27, 2010, at a time and location to be determined in Phoenix/Glendale, Arizona, YALSA-appointed judges, along with WWE Superstars to be named, will ask each of the Grand Prize Winners who are in grades 5-6 objective questions prepared by YALSA about *THERE'S A GIRL IN MY HAMMERLOCK* by Jerry Spinelli. The final competition will be conducted in one (1) round of several questions. The Grand Prize Winner who is the first to buzz or ring in and provide the correct answer to a question, as determined by YALSA in its sole discretion, will earn one (1) point. Zero (0) points will be awarded for any incorrect answer. At the end of the round of questions, each Grand Prize Winner's points will be tallied. The Grand Prize Winner with the most points in the 5-6 grade category will be declared the WrestleMania® 26 Reading Challenge Tween World Champion. In the event of a tie for the Tween Champion, those Grand Prize Winners involved in the tie will be asked three (3) additional questions. This tiebreaking mechanism will continue until the Tween World Champion is declared by YALSA. The decisions of YALSA are final and not subject to appeal. The Tween World Champion's tickets to WrestleMania® 26 will be upgraded to ringside seats by WWE for WrestleMania® 26.

FINAL COMPETITION GRADES 7-8: On March 27, 2010, at a time and location to be determined in Phoenix/Glendale, Arizona, YALSA-appointed judges, along with WWE Superstars to be named, will ask each of the Grand Prize Winners who are in grades 7 – 8 objective questions prepared by YALSA about *SATURDAY NIGHT DIRT* by Will Weaver. The final competition will be conducted in one (1) round of several questions. The Grand Prize Winner who is the first to buzz or ring in and provide the correct answer to a question, as determined by YALSA in its sole discretion, will earn one (1) point. Zero (0) points will be awarded for any incorrect answer. At the end of the round of questions, each Grand Prize Winner's points will be tallied. The Grand Prize Winner with the most points in the 7-8 grade category will be declared the WrestleMania® 26 Reading Challenge Junior World Champion. In the event of a tie for the Junior Champion, those Grand Prize Winners involved in the tie will be asked three (3) additional questions. This tiebreaking mechanism will continue until the Junior World Champion is declared by YALSA. The decisions of YALSA are final and not subject to appeal. The Junior World Champion's tickets to WrestleMania® 26 will be upgraded to ringside seats by WWE for WrestleMania® 26.

FINAL COMPETITION GRADES 9-12: On March 27, 2010, at a time and location to be determined in Phoenix/Glendale, Arizona, YALSA-appointed judges, along with WWE Superstars to be named, will ask each of the Grand Prize Winners who are in grades 9 – 12 objective questions prepared by YALSA about *SUPER STOCK ROOKIE* by Will Weaver. The final competition will be conducted in one (1) round of several questions. The Grand Prize Winner who is the first to buzz or ring in and provide the correct answer to a question, as determined by YALSA in its sole discretion, will earn one (1) point. Zero (0) points will be awarded for any incorrect answer. At the end of the round of questions, each Grand Prize Winner's points will be tallied. The Grand Prize Winner with the most points in the 9-12 grade category will be declared the WrestleMania® 26 Reading Challenge Senior World Champion. In the event of a tie for the Senior Champion, those Grand Prize Winners involved in the tie will be asked three (3) additional questions. This tiebreaking mechanism will continue until the Senior World Champion is declared by YALSA. The decisions of YALSA are final and not subject to appeal. The Senior World Champion's tickets to WrestleMania® 26 will be upgraded to ringside seats by WWE for WrestleMania® 26.

PRIZES: Twenty-One (21) Grand Prizes. Each **Grand Prize** consists of a trip for two (2) to WrestleMania® 26 (“WrestleMania”) scheduled to be held on March 28, 2010 in Glendale, Arizona (exact WrestleMania date and location subject to change in WWE's sole discretion). Grand Prize package

includes economy round-trip air travel (via air carrier selected by WWE) for Grand Prize Winner and a guest from major gateway city airport closest to Grand Prize Winner's home to Phoenix/Glendale, Arizona; two (2) tickets to WrestleMania (exact seat location subject to WWE's sole discretion; provided, however, that the Grand Prize Winners declared by YALSA as the Tween World Champion, the Junior World Champion and the Senior World Champion will receive tickets for ringside seats); three (3) nights' hotel accommodations consisting of one (1) standard room, double occupancy at a hotel selected by WWE; round-trip ground transportation from airport to hotel; Three Hundred Dollars (\$300US) spending money; Two Thousand Dollars (\$2,000US) and a set of DK Books donated to the Grand Prize Winner's elementary, middle, junior high or high school or public library; and an opportunity to compete in the WrestleMania[®] 26 Reading Challenge Final Competition. If Grand Prize winner lives within a 100 mile radius of Phoenix/Glendale, Arizona, ground transportation to and from the hotel may be substituted for airfare. Restrictions may apply depending upon Grand Prize Winner's residence and availability to travel. Approximate retail value ("ARV") of Grand Prize: \$1,500US, each. Actual value may vary based on place of departure and exact seat location at WrestleMania.

All expenses not specified in these Official Rules, including, without limitation, taxes, insurance, meals, transportation and spending money (except as otherwise expressly set forth herein), beverages, food and merchandise at WrestleMania, are solely Grand Prize Winner's responsibility.

A Grand Prize Winner who is under the age of majority in his or her state or province of residence must be accompanied by a parent or legal guardian, who must travel with and participate in all aspects of the Grand Prize trip, including attending WrestleMania, at his or her own expense, unless such parent or legal guardian is the Grand Prize Winner's chosen guest. If the Grand Prize Winner is over the age of majority but under the age of twenty-one (21) as of the date of prize fulfillment, the Grand Prize Winner must travel with, and be accompanied by, a guest who is at least twenty-one (21) years old.

First Prizes. Each library will select three (3) **First Prize** Winners from among all eligible entries, one (1) from entrants in grades five through six, one (1) from entrants in grades seven through eight, and one (1) from entrants in grades nine through twelve. Each First Prize consists of a WWE DVD and a WrestleMania[®] Reading Challenge Certificate (DVD to be selected by WWE in its sole discretion). In addition, the winning bookmarks will be entered into the Reading Challenge Final Round. ARV of First Prize: \$30US, each.

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

GENERAL CONDITIONS: Participants agree to be bound by the terms of these Official Rules and decisions of the Challenge Entities which are final and binding on all matters relating to this Challenge.

All federal, state and local taxes are solely the responsibility of Prize Winners. By entering, participants release and hold harmless the Challenge Entities and their respective parents, subsidiaries, affiliates, representatives, promotion, advertising agencies, prize suppliers and all others associated with the development or execution of this Challenge, and each of their respective directors, officers, employees, agents and affiliates (the "Releasees") from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in this Challenge or acceptance, misuse, nonuse or use of any prize or parts thereof (including activity or travel related thereto), including, without limitation, liability for death, personal injury, damage or loss of any kind, and from liability to any other persons relating to or resulting from entering or participating in this Challenge. The Releasees do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority. The Challenge Entities reserve the right to modify this Challenge in any way they deem necessary or appropriate. Entry constitutes permission for the Challenge Entities and their designees to use Prize Winner's name, likeness, performance, hometown and state for advertising and promotional purposes in any and all media at the discretion of the Challenge Entities without additional authorization, notice or compensation unless prohibited by law. Each Grand Prize Winner's bookmark shall become the property of WWE. WWE shall have the right, but not the obligation, in its sole discretion, to reproduce, publish, broadcast or otherwise disseminate any Grand Prize Winner's bookmark in any and all media now existing or hereafter discovered or developed.

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

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

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