

OFFICIAL RULES
EVERSOURCE CHALLENGE CONTEST
(the "Contest")

By participating in the Contest, you agree to be bound by these Official Rules and the decisions of the sponsor of the Contest, Eversource ("Sponsor"), which are binding and final on matters relating to this Contest. The Contest is subject to all applicable federal, state, and local laws.

1. ELIGIBILITY. NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. Void where prohibited. Open to legal residents of, or students in, the Massachusetts communities listed below and who are in grades K-12 at the time of entry. Sponsor and its employees, parents, affiliates, subsidiaries, and their respective immediate families and household members are not eligible to enter or win.

EASTERN MASSACHUSETTS COMMUNITIES

Acton	Freetown	Norfolk
Acushnet	Holliston	Plymouth
Allston	Hopkinton	Plympton
Arlington	Hyde Park	Readville
Ashland	Jamaica Plain	Rochester
Assonet	Kingston	Roslindale Roxbury
Auburndale	Lexington	Scituate (Humarock)
Bedford	Lincoln	Sharon
Boston	Marion	Sherborn
Brighton	Marshfield	Somerville
Brookline	Mattapan	Stoneham
Burlington	Mattapoissett	Sudbury
Cambridge	Maynard Medfield	Waban
Canton	Medway	Walpole
Carlisle	Middleborough	Waltham
Carver	Millis	Wareham
Charlestown	Milton	Watertown
Chelsea	Natick	Wayland
Chestnut Hill	Needham	West Newton
Dartmouth Dedham	New Bedford	West Roxbury
Dorchester	Newton	Weston
Dover	Newton Center	Westport
Duxbury	Newton Highlands	Westwood
East Boston	Newton Lower Falls	Winchester
Fairhaven	Newton Upper Falls	Woburn
Framingham	Newtonville	

WESTERN MASSACHUSETTS COMMUNITIES

Agawam	Greenfield	Sandisfield
Amherst	Hadley	Savoy
Ashfield	Hatfield	Shattuckville
Becket	Hinsdale	Shelburne Falls
Berkshire	Holyoke	South Deerfield
Bernardston	Huntington	Southampton
Blandford	Indian Orchard	South Lee
Buckland	Lake Pleasant	Southwick
Cheshire	Lanesboro	Springfield
Chester	Lee	Stockbridge
Chesterfield	Lenox Dale	Sunderland
Chicopee	Leverett	Turners Falls
Colrain	Longmeadow	Tyringham
Conway	Ludlow	West Chesterfield
Cummington	Middlefield	Westfield
Dalton	Montague	West Hatfield
Deerfield	North Amherst	West Springfield
Easthampton	Northfield	Whately
East Otis	North Hatfield	Windsor
Erving	Pittsfield	Woronoco
Feeding Hills	Plainfield	Worthington
Gill	Richmond	
Granville	Russell	

2. TO ENTER.

- A. **Pre-Registration.** Entrants must pre-register no later than February 19, 2016 by completing a pre-registration form located at <http://eversourceinschool.com/challenge/index> ("Pre-registration Form") and submitting a completed Pre-registration Form through the <http://eversourceinschool.com/challenge/index> website or mailing a completed Pre-registration Form (postmarked no later than February 19, 2016) to Eversource Challenge, ATTN: Kendall Stasinos, PO Box 55819, Boston, MA 02205.

Pre-registration Forms may only be submitted by Entrants who are thirteen years old or older and are in grade 9-12. Pre-registration Forms for Entrants who are younger than thirteen years of age or not yet in the ninth grade ("Young Entrants") must be submitted by a teacher, parent, or guardian on the Entrant's behalf. Pre-registration Forms submitted by Young Entrants on their own behalf will not be accepted and will be destroyed.

- B. **Entry Submission.** Entry requirements vary depending on the Entrant's grade category. Instructions for each grade category (each, a "Grade Category") are detailed below. Entries must be postmarked or submitted online no later than March 7, 2017.

Entries may only be submitted by Entrants who are thirteen years old or older and who are in grade 9-12. Entries for Young Entrants must be submitted by a teacher, parent, or guardian on the Young Entrant's behalf. Entries submitted by Young Entrants on their own behalf will not be accepted and will be destroyed.

Each Entrant may only submit one Entry. Entries become the property of Sponsor and will not be returned to Entrants. Each Entry must be labeled with the following information: (a) Entrant's name, (b) Entrant's grade, (c) Entrant's school, (d) Entrant's town, and (e) Entrant's zip code. If the Entrant's parent, guardian, or teacher submitted an Entry on the Entrant's behalf, the label must also contain (a) the name of Entrant's parent, guardian, or teacher (b) the email address of Entrant's parent, guardian, or teacher and (c) the work telephone number of Entrant's parent, guardian, or teacher. The label must be enclosed with the Entry, included in the top left-hand corner of written Entries, or written on the back of poster Entries (as applicable).

By submitting an Entry, Entrant represents and warrants that the Entry is original and that Entrant created and owns all rights to the Entry.

- a. Kindergarten, Grade 1, Grade 2

Entrants in Kindergarten, 1st, or 2nd grade must create an illustrated poster that demonstrates solutions for saving energy at home. Posters must be between 11" x 17" and 18" x 24." Entries must be mailed to Eversource Challenge, ATTN: Kendall Stasinis, PO Box 55819, Boston, MA 02205.

- b. Grade 3

Entrants in 3rd grade must write one limerick about saving energy at home and one limerick about saving energy at school. The limericks must typed, and must be submitted on a single page. Entries must be mailed to Eversource Challenge, ATTN: Kendall Stasinis, PO Box 55819, Boston, MA 02205.

c. Grade 4

Entrants in 4th grade must write a short story about a child trying to save energy in his/her home, and the steps the child takes to make his/her home and family more energy efficient. Stories must be submitted on 8.5" x 11" paper, and must not be longer than five pages (front and back). Entries must be mailed to Eversource Challenge, ATTN: Kendall Stasinos , PO Box 55819, Boston, MA 02205.

d. Grade 5

Entrants in the 5th grade must compose lyrics about energy efficiency to a well-known song. Entries must include the original title and artist of the song. Entries must be typed and may not be longer than two pages. Entries must be mailed to Eversource Challenge, ATTN: Kendall Stasinos , PO Box 55819, Boston, MA 02205.

e. Grade 6

Entrants in the 6th grade must submit a letter addressed to a parent or guardian, challenging that person to change his/her energy habits and become more energy efficient. Entries must be typed and may not be longer than two pages. Entries must be mailed to Eversource Challenge, ATTN: Kendall Stasinos , PO Box 55819, Boston, MA 02205.

f. Grade 7

Entrants in the 7th grade must submit a mock article for The Boston Globe, explaining why it is important to save energy. The article should include tips on how readers can save more energy in their daily lives and information about energy efficiency and conservation. Entries may not be longer than two pages and must be typed. Entries must be mailed to Eversource Challenge, ATTN:Kendall Stasinos , PO Box 55819, Boston, MA 02205.

g. Grade 8

Entrants in the 8th grade must prepare a public service announcement and video of yourself delivering the PSA for your local radio and TV stations. The announcement should cover energy conservation and/or energy efficiency. Check that your information is accurate and that your message is clear and persuasive. The announcement must be between one and two minutes in length. Entries must be mailed to Eversource Challenge, ATTN: Kendall Stasinos , PO Box 55819, Boston, MA 02205. The audio recordings constitute part of the Entries and are subject to the Judging Criteria.

h. Grade 9-12

Entrants in Grades 9-12 may work in groups of up to three students to create an Energy Awareness Action Plan for your school to help your school conserve energy. Develop an action plan consisting a Vision, Mission, Objectives, Strategies, Proposed changes for the school, How these changes will be enforced, What the anticipated cost savings will be for the school after 5 years and 10 years and any additional supportive material (marketing pieces, school announcements, etc .). When developing the action plan for an energy-efficient school, be sure to include scientific facts, be creative and realistic. Entries must be typed and should be no more than ten pages. If your plan consists of buying any items, limit your spending a hypothetical \$5,000 dollars.

3. **ENTRY REQUIREMENTS.** Each Entry must comply with the following requirements:

A. **Originality.** Entries must be original and solely created by the Entrant. They must not contain any elements that were not created by Entrant. All sources must be clearly cited. Plagiarism or other use of any elements or materials that are not original may result in disqualification of the Entry, in Sponsor's sole discretion.

Entries must not have been previously entered into a contest or published, and must not have won previous awards.

Entrant agrees to not use the Entry for any purpose other than participation in the Contest, without prior express consent of Sponsor in each instance.

B. **Content Restrictions.** Entry must not contain (a) any photographs or other recordings of individuals other than the Entrant, except with the permission of such individuals, (b) any commercial content or logos, (c) any personally identifiable information (other than as required pursuant to the Entry requirements), (d) any content that is lewd, obscene, disparaging, defamatory, obscene, or that otherwise contains inappropriate content or objectionable material as determined by Sponsor in its sole discretion.

Entry must not infringe on the copyright, trademark, privacy, publicity, or other rights of any person or entity.

- C. **Contest Integrity.** Sponsor reserves the right, in its sole discretion, to (a) reject, disqualify, or modify any Entry without explanation, (b) verify any element of any Entry or related materials, and (c) disqualify any Entrant whose participation does not comply with Official Contest Rules or may subject the Contest, The Boston Globe, Sponsor, or Sponsor's advertisers, clients, or customers to controversy, negative publicity, scorn, and/or ridicule.

4. **SELECTION OF WINNERS.** A first, second, and third place winner, or a team of winners (each, a "Potential Winner") will be selected from an Eastern Massachusetts Community and from a Western Massachusetts Community for each Grade Category, no later than April 15, 2016. The Potential Winners will be selected by a panel of judges appointed by the Sponsor ("Judges"). Judges will select the Potential Winners based on the Judging Criteria described in Section 5. Sponsor will notify each Potential Winner that he/she has been selected via email and phone. Each Potential Winner will be required to execute and return an Affidavit of Eligibility no later than three business days after receiving such document from Sponsor. If a Potential Winner fails to return such document to Sponsor within the specified time period, prize notification is returned as undeliverable, or Potential Winner is not in compliance with these Official Rules, the Prize will be forfeited and, at Sponsor's discretion, an alternate Potential Winner may be selected. A Potential Winner is not an official winner ("Winner") until Sponsor receives Winner's Affidavit of Eligibility and notifies him/her that he/she is a Winner.

5. **JUDGING CRITERIA.** Judges' selection of Winners in each Grade Category will be based on the following criteria ("Judging Criteria"):

- A. Creativity: 25%
- B. Spelling & Grammar: 25%
- C. Clarity of Message: 25%
- D. Accuracy of Facts: 25%

In the event of a tie, the Judges will cast a deciding vote by re-applying the Judging Criteria.

6. **PRIZES.** A first, second, and third place winner (each, a "Winner") will be chosen from an Eastern Massachusetts Community and from a Western Massachusetts Community in each Grade Category. The Winners will receive the following prizes (each, a "Prize"). If a winning Entry was submitted by a group of students, each student in that group will receive a Prize.

- A. First Place Winner: \$400 Amazon gift card
- B. Second Place Winner: \$250 Amazon gift card
- C. Third Place Winner: \$100 Amazon gift card

Prize is awarded "as is" with no warranty or guarantee, either express or implied, and is subject to availability and expiration dates. Details of the Prize may change, based on availability. Sponsor reserves the right to substitute the Prize or portions thereof if Prize cannot be awarded as described. Sponsor will determine all elements of Prize in its sole discretion. Sponsor disclaims all and any liability for the actual provision, quality, or nature of any third party product or service related to the Prize. Sponsor is not liable for injuries, losses, or damages of any kind arising from participation in this Contest and use of the Prize. Winner must comply with any third party terms and conditions applicable to the redemption and use of the Prize.

Winner may not substitute, assign, or transfer the Prize or redeem the Prize for cash. Winner is responsible for all applicable federal, state, and local taxes, as well as any other costs and expenses associated with the Prize. Winner forfeits any unused portions of the Prize. The awarding of any Prize is contingent on full compliance with these Official Rules. If a Winner is found to have violated the Official Rules or otherwise does not meet eligibility criteria, that Winner will forfeit the Prize and the Prize may be awarded to an alternate winner.

Winner may collect the Prize at an awards ceremony to be held in May, at a date and time to be specified by Sponsor (the Awards Ceremony"). If Winner cannot attend the Awards Ceremony, Sponsor will mail the Prize to Winner after the Awards Ceremony.

7. **PRIVACY AND PUBLICITY.** Except where legally prohibited, by entering and providing the required entry information, Entrant consents to be photographed by or on behalf of the Sponsor and permits Sponsor, The Boston Globe, and their parent corporations, subsidiaries, affiliates, agents, and assigns, to use Entrant's name, likeness, photograph, city or town of residence, Entry, and any materials Entrant submits to Sponsor ("Entrant Materials") in all media, throughout the World, in perpetuity, and for any purpose (including advertising, publicity, and/or trade purposes), without notice to Entrant and without further compensation.

Entrants further agree that Sponsor and The Boston Globe may use their Entrant Materials and any other personally identifiable information collected or used in connection with the Contest in accordance with the Eversource privacy policy. Entrants agree that Sponsor has the right to use the Entrant Materials in combination with such other material as Sponsor in its sole discretion shall determine, and that Entrants have no right of approval, claim to compensation or

benefits claim, including without limitation, claims based upon invasion of privacy, defamation, or right of publicity arising out of any use of Entrant Materials.

8. **USE OF ENTRIES.** By submitting an Entry, Entrant grants to Sponsor, The Boston Globe, and to its licensees, successors and assigns, and any person or entity acting on its behalf, the irrevocable license to use, publish, display, exploit, modify, edit, transmit, distribute, and otherwise use the Entry (including, without limitation, the submitted written and visual materials and video and audio recordings) in all media, throughout the World, in perpetuity, and for any purpose (including advertising, publicity, and/or trade purposes), without notice to Winner and without further compensation. By submitting an Entry, Entrant also represents and warrants that he/she has the right and authority to grant the license as described above.

9. **RELEASE.** Released Parties (as defined below) are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries or email for whatever cause or other errors whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Contest or Website, who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest at any time and for any reason, including, but not limited to, if any portion of the Contest is, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, and, if terminated, Sponsor may select the Potential Winner based on the Judging Criteria from among all non-suspect, eligible Entries received for such drawing prior to action taken or as otherwise deemed fair and appropriate by Sponsor.

By participating, Entrants agree that Sponsor, The Boston Globe, suppliers of the Prize, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by Entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest. In the event

of a dispute regarding Entries received from multiple users having the same email account, the authorized subscriber of the email account at the time of entry will be deemed to be the Entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the internet service provider (ISP), online service provider, or other organization responsible for assigning e-mail addresses. Released Parties are not responsible for any unauthorized use of Entries by third parties.

Any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees and under no circumstances will any Entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

10. **GOVERNING LAW/JURISDICTION.** The Contest and these Official Rules are governed by and shall be construed in accordance with the substantive laws of the Commonwealth of Massachusetts (as distinguished from the choice of law rules) and the United States of America applicable to contracts made and performed entirely in Massachusetts and where the relevant contacts are with such state. Except where prohibited, as a condition of participating in this Contest, Entrants agree that any and all disputes, claims and causes of action arising out of or connected with this Contest, the prizes awarded, or the determination of the Winner shall be resolved individually, without resort to any form of class action. Entrants further agree that in any cause of action, the Released Parties entire liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorneys' fees and/or experts' fees and costs. By entering, Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages and further waive all rights to have damages multiplied or increased.

11. **WINNER'S NAME.** For the name of the Winner(s), send a self-addressed stamped envelope to: Eversource Challenge, c/o Boston Globe Media Partners LLC, 135 Morrissey Blvd., Boston, MA 02125. Requests for Winner names must be received no later than 60 days from the Winner selection date described in paragraph 4.