

EDGAR SNYDER & ASSOCIATES
“WORDS TO BE HEARD”
SCHOLARSHIP CONTEST 2012

Edgar Snyder & Associates will offer a \$5,000 scholarship to a graduating high school senior through their 6th Annual “Words to be Heard” scholarship contest. A second place winner will receive \$2,500 and 3 runners- up will receive scholarships of \$1,000 each.

Students must create a presentation that discourages underage drinking and drunk driving. Or, new this year, create a proposal to prevent distracted driving, such as texting while driving.

Applications may be obtained from the scholarship binder in the guidance office or at www.edgarsnyder.com or [facebook.com/EdgarSnyderAssociates](https://www.facebook.com/EdgarSnyderAssociates) to download an application and the official rules.

OFFICIAL CONTEST RULES

Eligibility

High school seniors who attend schools in Western PA are encouraged to participate.

Contest Period

The contest runs through March 30, 2012. All entries must be post-marked on or before March 30, 2012 to be eligible.

Entering the Contest

High school seniors can download the application at www.edgarsnyder.com
Students entering the contest must be graduating high school seniors who will attend a four-year college or university in Summer or Fall 2012. The students must send the following items by March 30, 2012 to be eligible.

1. A completed application including a recent photo.
2. A presentation (video/PowerPoint/brochure/website/essay) that discourages underage drinking and drunk driving OR texting while driving. The presentation can also highlight the dangers of these behaviors.

All of these items must be mailed together to:

Edgar Snyder & Associates
“Words to be Heard” Scholarship Contest
US Steel Tower, 10th Floor
600 Grant Street
Pittsburgh, PA 15219

Presentation Options

Students can use any of the following formats to discourage underage drinking and drunk driving or texting while driving. The presentation can also highlight the dangers of these behaviors.

- **Video Public Service Announcement** – Video must be on a DVD with your name and school.
- **PowerPoint** – 15 slide minimum, 25 slide maximum. Presentation should be printed out as well as sent on a CD or DVD with your name and school.
- **Brochure/Booklet** - 5-page minimum, 10-page maximum. Must provide printed copy of brochure or booklet and a copy of brochure/booklet on a CD or DVD with your name and school.
- **Website** - 2-page minimum, 10-page maximum. Must provide printed copy of website and a copy of the website on a CD or DVD with your name and school.
- **Facebook Promotion** – Create an engaging Facebook page that will connect with peers. Must provide a printed copy of the page. The page must be made private with a friend request sent to Edgar Snyder so that he has access to view the page.
- **Essay** – 500-750 words, typed and double-spaced.

Feel free to be creative and include supplemental marketing materials for proposals such as, but not limited to, brochures, poster, t-shirts, etc.

Applications must be sent in with one of the above presentation options and postmarked by Monday, March 30, 2012.

Ownership of Entries

All entries submitted to Edgar Snyder & Associates in connection with this contest, along with all copyright, trademark, and other proprietary rights associated therewith, become the property of Edgar Snyder & Associates upon submission. Entry materials will not be returned to any entrant. By submitting an entry, you acknowledge that if you win the scholarship contest, Edgar Snyder & Associates will own all rights to use, modify, reproduce, publish, perform, display, distribute and promote the presentation in perpetuity without compensation to you or any other person.

Selection of Winners

Winners will be notified sometime in April or May 2012.

Prizes

One grand prize scholarship of \$5,000 will be awarded.

Three second place scholarships of \$2,500 will be awarded.

Three runners-up will receive \$1,000 toward their college educations.

Odds of winning any prize depend on the number of entries received.

Use of Name, Likeness, Etc.

As a condition of receiving any prize, each winner as well as their parents or legal guardians will be required to consent to the use of their name, age, area of residence, and school name. You must also consent to using your likeness and prize information, without limitations, for promotional purposes without further payment. You will also be required to be interviewed for any publicity for feature stories and interviews for print, online and television.

Release

By entering the contest, you and your parents or legal guardians release and agree to hold harmless Edgar Snyder & Associates, and each of their partners or employees, from any liability whatsoever in connection with entering the contest, accepting any prize, or anything that may arise related to the contest.

Contest Information

For a list of winners, check www.edgarsnyder.com.

Entrants agree to be bound by these official rules and the decisions of Edgar Snyder & Associates.