

TAKING THE LEAD: FORD DRIVING SKILLS FOR LIFE “ACADEMY 2016/2017”
CONTEST RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.
THE CONTEST IS VOID WHERE PROHIBITED BY LAW.

1. How to Enter the Contest:

- (a) The Taking the Lead: Ford Driving Skills for Life “Academy 2016/2017” contest will begin on September 19, 2016 @ 5AM and end on May 31, 2017 @ 12M. Contest is sponsored by Ford Motor Company Fund, Westfield Insurance and Allegheny County Pretrial Services.
- (b) To participate in the contest, log onto www.DrivingSkillsforLife.com/Academy and log on (including your high school name) to go through the modules of the Academy. You will automatically be entered upon completion of the program.
- (c) One log-on/registration per person.
- (d) Sponsor is not responsible for technical or computer failures, errors or data loss of any kind, lost or unavailable Internet connections, or failed, incomplete, garbled or deleted computer or network transmissions, inability to access any Web site or on-line service, or any other error or malfunction, or late, lost, illegible or misdirected entries. Entry materials that have been tampered with or altered are void. If the judges determine, in their sole discretion, that there is any suspected or actual electronic tampering with the Contest or if technical difficulties compromise the integrity of the Contest, the judges reserve the right to void the entries at issue and/or terminate the Contest and conduct a random drawing to award the prize among all eligible entries received as of the termination date. If the Contest is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at www.kdka.com. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to disqualify any entrant that tampers with the operation of the Contest or website or violates the Official Rules of the Contest.

By use of this website and by entering the Contest, you agree to the Station’s Web Site Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at: www.kdka.com.

- (e) Broadcasts are subject to preemptions and scheduling changes. If such changes occur they will be posted on the CBS Television/KDKA-TV website.
- (f) Entry deemed made by holder of e-mail account.
- (g) Odds of winning depend on number of eligible entries.

2. Eligibility Restrictions:

- (a) The contest is open to U.S. **residents who are 15 years of age or older. Minors must have the approval of a parent or legal guardian to enter.** Employees of KDKA-TV, CBS Corporation, Ford Motor Company Fund, Ford Motor Company, Westfield Insurance, Allegheny County Pretrial Services, other television and radio stations in the Pittsburgh market, and their affiliates, subsidiaries and advertising agencies and their immediate family members and persons living in the same household are ineligible to participate or win.
- (b) Viewers are eligible to win a KDKA-TV contest only once every sixty days. Only one winner per household is permitted in any contest. Viewers are eligible to win a prize valued at \$600.00 or more only once every six months.
- (c) All entries become the sole property of Station and will not be returned. By entering, entrants agree to abide by these rules, and warrant and represent that their entry is their original work.
- (d) Contestants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements, and the Station will also delete any entry received from persons under the age of 15.

3. Prizes:

- (a) There will be a random selection of up to fifteen (15) eligible teens (based on completion of the Academy found on www.DrivingSkillsforLife.com/Academy, between the ages of 15-19) will have an opportunity to come to the KDKA-TV studios on a specified date **TBD** (and not to be rescheduled) to be included in a teen driving public service message that will air on KDKA-TV after June 2017. Winners must have registered on the website mentioned above and completed the Academy modules to be considered.

- (b) All winners will need to come to KDKA-TV Studios (420 Ft. Duquesne Blvd., Suite 100, One Gateway Center; Pittsburgh, PA 15222) on a designated date(s) provided at time of winner announcement. Prize of television shoot for the public service message will not be changed based on winner availability.
 - (c) Contest prizes are not transferable. Prizes may not be substituted for or redeemed for cash. Station reserves the right to substitute prize of comparable value.
4. Selection of Winners:
- (a) Decisions of contest sponsors with respect to the contest are final.
 - (b) Winners (up to 15 eligible teens) will be selected randomly after the 2016/17 school year (by 6/30/17). Winners will be notified by phone/email if selected. Entry is not based on performance, simply by completing the Academy modules.
 - (c) Winners need not watch/listen or be present to win.
5. Conditions:
- (a) Payment of all federal, state and local taxes are the sole responsibility of the winner and winners may receive an IRS Form 1099 or equivalent from Station.
 - (b) By participating in the contest, the winners (or, in the case of a minor, their parent/legal guardian) agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest, and to sign a publicity release, affidavit of eligibility and release of liability prior to acceptance of the prize. If a prizewinner is a minor, prize may be awarded to the minor's parent or legal guardian and that winner's travel companion must be his/her parent or legal guardian. By accepting the prize, each winner grants to Station the right to use the winner's name, voice, picture and/or likeness for purposes of advertising and publicity in any and all media now known or hereafter invented, without further permission or additional compensation (except where prohibited by law). All expenses on receipt and use of prize are the sole responsibility of winner. Winners, by acceptance of their prizes, agree to release Station, CBS, Ford Motor Company Fund, Westfield Insurance and Allegheny County Pretrial Services, their respective parents and subsidiaries, and their respective advertising, promotion and production agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity.
6. Contest sponsors reserve the right to make changes in the rules of the contest which will become effective upon announcement.

7. Sponsor is not responsible for any typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of the prize.
8. Failure to comply with the contest rules may result in a contestant's disqualification.
9. To obtain a copy of the official rules and/or winner's list, please write by **July 31, 2017** to:

Taking the Lead: Ford Driving Skills for Life "Academy 2017" Contest Rules
C/O KDKA-TV
420 Ft. Duquesne Blvd.
One Gateway Center – Suite 100
Pittsburgh, PA 15222