

RAT

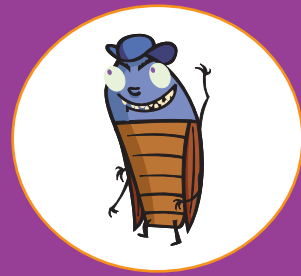
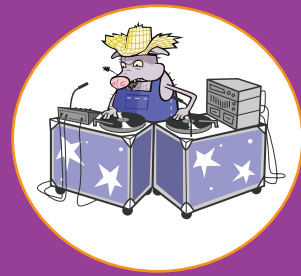
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**Story
Contest
2011**



RAT 4-6 Story Contest

Rules and Prizes

It's never too early to teach youth about the dangers of tobacco use. Tobacco use is the leading preventable cause of death in the United States. It is a known fact that exposure to secondhand smoke (smoke from the burning end of a cigarette and smoke exhaled by a smoker) causes premature death and disease in children and adults who do not smoke. Smokefree air can protect everyone from the harmful effects of secondhand smoke exposure. Smokefree air means longer, healthier lives. It is important to empower youth to make healthy lifestyle decisions that boost self-esteem and help them to become positive role models for future generations.

As a component of this empowerment process, the Reject All Tobacco (RAT) contest asks youth in grades 4-6 to collectively create a story (e.g. Mrs. Smith's 4th Grade Science Class or Girl Scout Troop 4 RAT Team) for their peers that discusses the benefits of breathing smokefree air and the dangers of exposure to secondhand smoke.

Enclosed you will find a contest entry form. Please make front and back copies of the contest entry form (or you can staple them together) and review the contest rules.

How To Enter:

Qualified entrants (maximum of one class or RAT Team per entry) shall submit a narRATive of no more than 345-words that includes one or more of the following characters: Terrance the RAT, Sammy the Skunk, Roachie the Roach, or Flick the Flea.

Entries can be submitted from February 1, 2011 until March 11, 2011. Any entry postmarked after March 11, 2011 will not be accepted. Please mail all entries to:

RAT 4-6 Story Contest
200 Park Circle Drive, Suite 3
Flowood, MS 39232

Prizes:

Grand Prize Winner:

- Story featured in 2011-2012 tobacco prevention materials (distributed statewide)
- RAT Pack Healthy Snack Party
- Terrance the RAT Backpack for each student in the class (or RAT Team)
- \$25 gift card for teacher or team sponsor

Second Place:

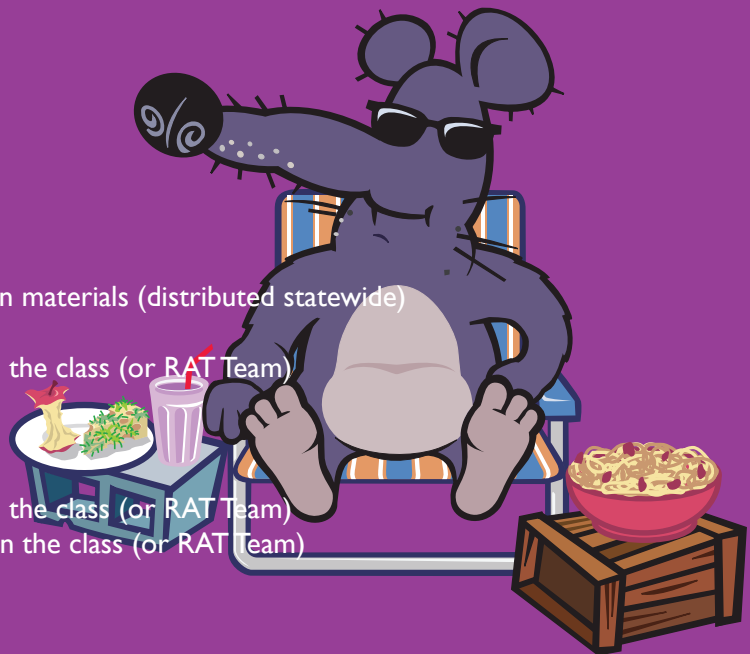
- Terrance the RAT Backpack for each student in the class (or RAT Team)
- Terrance the RAT Silly Bands for each student in the class (or RAT Team)
- \$25 gift card for teacher or team sponsor

Third place:

- Terrance the RAT Silly Bands for each student in the class (or RAT Team)

Odds of winning depend on the number of entries received. All entries must be postmarked on or before March 11, 2011. Winners will be notified on or around March 15, 2011. Please make sure all information on each entry form for submission is correct. Separate entry forms must be submitted for each individual class or RAT Team. Only one story may be submitted per class or RAT Team. Please feel free to contact The Partnership for a Healthy Mississippi at 601-420-4496 if you have any questions. Don't forget to visit our website at www.gorat.com.

Thank you!



www.gorat.com

2011 RAT 4-6 Story Contest

Entrant Information (Please provide accurate information):

Teacher Name: _____ Grade: _____

School Name: _____

School Mailing Address: _____

City: _____ Zip: _____ County: _____

School Phone: (____) _____ Home Phone: (____) _____

MAIL ALL ENTRIES TO:
The Partnership for a Healthy Mississippi
RAT4-6 Story Contest
200 Park Circle Drive, Suite 3
Flowood, MS 39232

Official Rules

1. To Enter

The RAT 4th-6th Story Contest is open to Mississippi residents in grades 4th-6th. The RAT Story Contest is funded by a grant from the Mississippi State Department of Health. To enter, mail your completed form and story to The Partnership for a Healthy Mississippi by March 11, 2011. All entries must be received by mail. The mailing address is:

The Partnership for a Healthy Mississippi
RAT 4-6 Story Contest
Attn: Youth Programs Coordinator
200 Park Circle Drive, Suite 3
Flowood, MS 39232

All submissions must be postmarked on or before March 11, 2011. Any lost, late, destroyed, misdirected, incomplete or illegible entries, incorrectly addressed or undelivered, undeliverable or postage-due mail are not the responsibility of The Mississippi State Department of Health (MSDH), The Partnership for a Healthy Mississippi or any contractor or community partner and will not be considered as a completed entry.

2. General Conditions

All entries become the property of The MSDH and may be used by them for communications in any and all media now known or hereafter developed for non-commercial purposes alike. Entries will not be returned.

By entering each entrant accepts and agrees to be bound by these rules and by the decision of the judges, which shall be final and binding in all respects. Taxes, if any, are the sole responsibility of the prize-winners. No substitution or transfer of prizes is permitted except by The MSDH or The Partnership for Healthy Mississippi which reserves the right to substitute a prize for one of equal or greater value in the event that an advertised prize is unavailable.

Contestants agree to allow The MSDH use of their names and likenesses for advertising and publicity purposes without additional compensation, unless prohibited by law. All federal, state, and local laws and regulations apply. The MSDH or The Partnership for a Healthy Mississippi acting on behalf of The MSDH is not responsible for lost, late or misdirected mail entries, for incorrect, inaccurate or incomplete entry information whether caused by a contestant or an equipment or technical malfunction or for any technical errors, clerical errors, such as accidental incorrect winner notification, or any other malfunctions. The MSDH reserves the right to halt the contest at any time for any reason. The MSDH reserves the right to modify the rules for clarification purposes without materially affecting the terms and conditions of the contest. The MSDH reserves the right to modify the grand prize-winner's design or artwork for its own purposes.

Prize winners may be required to sign an affidavit of eligibility and liability release form, which may require parental or guardian consent and submit valid identification to The MSDH within ten (10) working days following attempted notification. Failure to comply within this time period may result in disqualification.

3. Contest Period, Winner Selection and Prizes

The contest will end on March 11, 2011.

On or around March 15th, three (3) contestants will be selected from all eligible entries. Odds of winning depend on the number of eligible entries received. One grand-prize winner, along with a second- and third-place winner, will be chosen from the entries. Winners will be notified by e-mail, telephone, or regular mail within ten (10) working days following the selection dates. Prizes are as defined on the contest entry form.

4. Eligibility

Contest open to Mississippi residents in grades 4-6 (with permission of parent or sponsoring teacher). Entries are limited to one entry per individual entrant. Employees and consultants of The Partnership for a Healthy Mississippi or The MSDH and its sponsors, parents, affiliates, subsidiaries, advertising and promotion agencies and members of immediate families of any department staff or sponsors, affiliates or consultants (immediate family is defined as parent, sibling, or any person residing in the same household as employee or consultant) are not eligible to receive prizes. Void where prohibited by law.

5. Winners List

The names of the prize-winners will be published by The MSDH with the assistance of The Partnership for a Healthy Mississippi on or around March 15, 2011, or may be obtained by sending a self-addressed, stamped envelope to the address listed in Section 1.

This contest is funded by a grant from The Mississippi State Department of Health.