

project **21** scott county

2007 Poster, Essay and Video \$10,000 Scholarship Contest Guidelines

The goal of Project 21 is to **prevent underage gambling**. Education is one of the best tools available to help achieve this objective.

The Project 21 Poster, Essay and Video Scholarship Contest is designed to let young people educate other young people that gambling under the age of 21 is against the law in Iowa. The contest is also designed to make minors aware of the dangers of underage gambling and the legal consequences, which will occur when a person under the age of 21 is caught breaking the law. Please keep in mind, since casinos are the sponsors of this program, the message is **not anti-gaming**, it is an educational tool that **underage gambling is illegal**.

All entries in the Project 21 Poster, Essay and Video Scholarship Contest should be themed around and address these very important issues.

To compete in the 2007 Project 21 Poster, Essay and Video Scholarship contest, please follow the rules we have provided for you and complete the attached application.

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2007 Poster, Essay and Video Scholarship Contest Guidelines

In 1989, Harrah's Atlantic City formed an Underage Gambling Task Force to address the issue of underage gambling. The result was Project 21, an awareness campaign aimed at informing the general public of the legal age for casino gambling. Between 1990 and 1993, the Project 21 Campaign in New Jersey was joined by six other casino properties. In 1997, Project 21 Scott County was created by the two casinos in Scott County: Rhythm City Casino and Isle of Capri Casino. The goal of this program is to disseminate information to students concerning the issue of underage gambling. This is accomplished in three ways:

- (1) by encouraging student authors to write and to have published in student newspapers and magazines informative articles addressing the issue of underage gambling,
- (2) through the student's creation of posters which are publicly displayed at the schools, or
- (3) producing a video to be viewed by other students.

Five (5) \$1000 scholarships and ten (10) \$500 scholarships will be awarded in 2007. We believe that education and awareness of the underage gambling issue will help deter underage gambling.

Scholarship Rules:

1. **Eligible Applicants:** All students (except those described in Rule 8 below) in designated **Scott County** high schools and **Scott County** post-secondary schools meeting the age requirements are eligible to participate in the Project 21 Scott County scholarship contest. Applicants who are home schooled are also eligible to enter. Interested students must submit to Project 21 Scott County an original **article, poster, or video** on the topic of deterring underage gaming. Age Requirements: The student must be at least a high school freshman and cannot have reached their 21st birthday on or before May 4th, 2007.
2. **Article/Poster/Video Requirements:**

Article: Any article submitted must have been published in the newspaper, magazine, or other publication of the Applicant's school between June 1, 2006 and May 4, 2007. If the student is unable to have their article printed in a school publication they may photocopy the article and distribute it to 50 students to educate them on illegal underage gambling. The students must read the article and have it verified by a teacher or school administrator. The Project 21 Scott County Executive Committee retains discretion to allow

students to publish their article in publications other than the school newspaper if the school does not have a newspaper, or if circumstances warrant publishing flexibility.

Posters: must be poster board size, a minimum of 22x28 inches and be displayed between June 1, 2006 and May 4, 2007 and must be displayed for a minimum of one week.

Videos: Videos must be created between June 1, 2006 and May 4, 2007, and be a **minimum** of one minute and **no longer than** five minutes and viewed by 50 or more students.

3. **Submission:**

Article: Three (3) sets of the student newspaper, magazine, or publication in which the article appears must be submitted to Project 21 Scott County, 1800 Isle Parkway Drive, Bettendorf, IA, by **May 4th, 2007**. If the student was unable to publish the article they must submit three (3) copies of the article as well as a schoolteacher or administrator verification sheet acknowledging that the article was read by 50 additional students, to Project 21 Scott County, 1777 Isle Parkway Drive, Bettendorf (Isle of Capri offices.)

Poster: The original poster along with a brief signed letter by a schoolteacher or administrator certifying that the poster was displayed at the school for at least one week, with the dates, must accompany the poster submission. Home-schooled participants may display their poster for one week in a public venue. The original poster must be submitted to Project 21 Scott County, 1777 Isle Parkway Drive, Bettendorf by **May 4th, 2007**.

Video: The video along with a brief signed letter from a school teacher or administrator certifying that it was viewed by at least 50 students, with the viewing dates, must be submitted to Project 21 Scott County, 1800 Isle Parkway Drive, Bettendorf by **May 4th, 2007**. Home-schooled applicants must show their video to 50 peers in grades 9-12 and submit their work to Project 21 as outlined.

4. **Application:** The article, poster, or video must be accompanied by a completed Project 21 Scott County Scholarship Application. Any eligible student may obtain a Scholarship Contest Application by calling or writing **Project 21 Scott County c/o Isle of Capri, 1800 Isle Parkway Drive, Bettendorf, IA 52722 (phone)**. Applications are also available through the school counselor's office. All completed applications must be returned along with the article, video or poster to Project 21 Scott County as detailed in Rule 3 above. The submission of an application gives Project 21 Scott County Executive Committee or any member thereof the right to use the student's name, photo, article, poster, or video in media announcements and other publications without compensation. The article, poster, or video becomes the property of Project 21 Scott County and will not be returned except at the Project 21 Scott County Executive Committee's discretion.

5. **Standards:** Article, posters and videos will be reviewed and judged for (1) educational value (2) originality, and (3) style. Articles will also be judged for

journalistic content. The focus or theme of the article, poster, or video should deter young people from engaging in underage gambling and on the social and/or legal ramifications of underage gambling. If a minor is found gambling on a casino floor, the state law enforcement official is notified and the minor is arrested. Ramifications of the arrest include establishment of an arrest record with charges ranging from a simple misdemeanor up to a Class C felony. The penalties of an arrest record with charges ranging from a simple misdemeanor up to a Class C felony. The penalties for these charges could be fines and other penalties, up to and including jail time. If a falsified or borrowed driver's license is involved, driving privileges could be suspended for up to one year for the minor and the individual providing the minor with the driver's license.

6. **Judging:** Judging and the selection of the winning articles and the winning posters will be determined by the Project 21 Scott County Executive Committee compiled of officials from Rhythm City Casino and Isle of Capri Casino. All decisions made by the Project 21 Scott County Executive Committee will be final. At the discretion of the Executive Committee, additional judges may be included.
7. **Ineligibility:** Employees of the participating casino/hotels are not eligible for the Project 21 Scott County Scholarships. Employees' children are eligible for the Project 21 Scott County scholarships, provided that they are not children of either corporate officers or Project 21 Scott County Executive Committee members of the participating casinos.
8. **Scholarship Awards:** Five \$1000 scholarships will be awarded to the student authors, artists, or producers whose work is judged to be the top five entrants. At least one \$1000 scholarship must be awarded in the poster division and one in the essay/video combined divisions. Ten \$500 honorable mention scholarships will also be awarded, at least one in each of the three categories. A student may only win a maximum of two scholarships per year (any amount).
9. **Joint Authorship:** If a winning article or video is written/produced by more than one student or a winning poster is created by more than one student, then the students will share equally in the Project 21 Scott County scholarship. (For example, if one article has two student authors the scholarship award will be split between the two).
10. **Scholarship notification:** Everyone who submits an entry into the Project 21 scholarship program will receive notification in the mail by June 1, 2007, whether or not the entry qualified for a scholarship. An awards program will not be held this year.
11. **Scholarship funds distribution:** The Project 21 Scott County scholarship checks will be issued jointly to the winning student and to an accredited school of higher learning, including colleges, university and vocational/technical school located within the United States which the student is or will be attending upon proof of enrollment. If a winning student has not chosen a school that he or she will be attending, Project 21 Scott County will hold the scholarship award (or the pro rata amount as the case may be) in

escrow until notified in writing that the student is ready to attend school. The proceeds will not be held for longer than four years. After four years, the proceeds will be donated to charitable agency or used for a charitable purpose (including other Project 21 Scott County scholarships) if the funds have not been used by that time.

12. **Designated High Schools and Post-Secondary Schools:** All public and private high schools and all accredited public and private post-secondary collages and universities **located in Scott County only** are designated for this campaign. Additionally, Scott County home-schooled students are eligible.
13. **Other:** Project 21 Scott County reserves the right, in its sole discretion, to request certain non-winning students to resubmit their articles or posters for consideration in subsequent Project 21 Scott County scholarship programs. **Multiple entries by a student will be accepted.**

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C/o Isle of Capri Casino, 1800 Isle Parkway, Bettendorf, IA 52722
PHONE # (563) 324-2694
Email: sara_frank@islecorp.com

Project 21 2007 Poster and Essay Scholarship Contest Application

1. Applicant's first & last name: _____
2. Address: _____ City, State, Zip _____
3. E-mail address: _____
4. Home Phone: _____ Present School Grade: _____
5. School Name: _____
6. School Address and Phone Number: _____

7. Please circle type of submission: POSTER ARTICLE VIDEO
8. If you are submitting an article, please complete 7a and 7b below. Please send 3 sets of the school newspapers containing the article.

7a. School Newspaper Name: _____

7b. Date Article published: _____
9. If you are submitting a poster, please note the original poster must be of poster board size, at least 22 x 28 inches. Please write your name and address on the back of your original poster and include the letter from the schoolteacher or administrator certifying the display times. All posters submitted will become the property of Project 21 Scott County and will not be returned.
10. If you are submitting a video, please write your name and address on the video and include the letter form the school teacher or administrator certifying the dates and number of students that viewed the video. All videos will become property of Project 21 Scott County and will not be returned.
11. Future Educational Plans: Please note that this is a scholarship program. All scholarships will be made payable to the winning student and the accredited school of higher education the student is attending or will attend. **If the student has not selected a school of higher education, the scholarship will be held in escrow by Project 21 Scott County (for a period no to exceed 4 years) until the student is ready to attend a school of higher education.**

12. If you know which school of higher education you will be attending or are presently attending, please **provide a letter of acceptance or school class schedule** to

School Name and Address (post-secondary): _____

Student's Signature

Date

Student's Name (Print)

Student's Age and Birthdate

Name of Student's School Advisor

Student's Age as of May 4, 2007

IF STUDENT IS UNDER 18 YEARS OF AGE, A PARENT OR GUARDIAN MUST SIGN THIS APPLICATION.

Parent's Signature

Date

Parent's Name (print)

- Please return application (with published article, poster, or video) to Project 21 Scott County, 1777 Isle Parkway, Bettendorf, IA 52722 **no later than May 4, 2007.**
- Articles must be published between June 1, 2006 and May 4, 2007
- Posters must be displayed at the school or a public venue for home-schooled applicants for at least one week between June 1, 2006 and May 4, 2007.
- Videos must be played before at least 50 students between June 1, 2006 and May 4, 2007.
- **Please Note: Important Information- Entering the Project 21 Scholarship Contest is at the sole discretion of the student and does not have to be part of a school project. All cost incurred are the sole responsibility of the student unless permission is given by the school to use their supplies. The Project 21 Committee, the Rhythm City Casino and the Isle of Capri Casino will not pay for or supply materials for production of an entry.**

Please see the Poster and Essay Scholarship Contest Guidelines for the Complete Rules of Project 21 Scholarship Program.