



AALAS FOUNDATION'S
2018 Celebrate the Mouse Biomedical Research Video Essay Contest
How Has a Mouse Helped You – Or Someone You Know?
National Student Biomedical Research Competition

Student Packet – Contest Explanation, Official Rules & Details

This contest asks students to develop a creative, educational and informative video essay to explain how they, a family member, friend, or pet, have benefited from medical discoveries made possible thanks to work conducted with mice in biomedical research.

This contest will provide students with opportunities to earn cash awards in response to how animals in research have helped the lives of people and/or animals.

This contest is open to all legal residents of the United States or District of Columbia who are registered students in grades 5 – 8 (Level 1) or grades 9-12 (Level 2). Every student is eligible: public, parochial, private/independent, home-school.

The 2018 Celebrate the Mouse Biomedical Research Video Essay Contest ("Contest") begins September 1, 2018 at 12:00:01 AM Central Standard Time ("CST"), and ends March 9, 2019 at 11:59:59 PM CST ("Contest Period").

The Challenge

Create an original video essay explaining/showing how you, a family member, friend, or pet, have been helped by medical advances made in biomedical research studies conducted with a mouse.

The Video Essay must include the following:

- A description of the role a mouse played in discovering or perfecting the surgical procedure, medication, or treatment method used to help the individual or animal; or, how a mouse was used in developing the detection technique used to identify the disease or condition.
- The name(s) of researcher(s) who worked with the mice to achieve the medical discovery.
- The date the medical advancement was achieved.
- **Sample Video:** <https://youtu.be/gWqk37J4WvA>

To Be Successful

- You must show that you understand the topic and present it, in video format, with originality, creativity and clarity. Judging is based on (a) creativity and originality including use of required elements (b) the quality of the information you provide, (c) how well your video submission exemplifies the actual biomedical research, (d) the power of your work and (e) overall impression. Create your entry so that it engages and captures the attention of your audience.

Contest Rules Summary (See Official Rules for Details)

1. Entrants must be legal residents of the United States or District of Columbia and a registered full-time student in grades 5 through 12.
2. Students must be 18 years of age or older, OR have parent or guardian's written permission to participate.
3. Video Essay may not exceed five (5) minutes in play length including credits.
4. Video Essay must be the fully original work of the student submitting the Video Essay.
5. Video Essays must be respectful of corporate or other identities and logos.
6. Video Essays must not contain messages, words, or images that are inappropriate for viewers as determined by the judges.
7. The Video Essay may not include trademarks, logos, or copyrighted material not owned or created by student or used without permission (such as company names, music, photographs, works of art, or images published on or in websites, television, movies, or other media).
8. Video Essays should not contain the name or identification of the contestant or contestant's school.
9. A list of sources used to cite facts shall be listed, (preferably in MLA format) within the credit section of the Video Essay submission. Wikipedia may not be used as a source.
10. Video Essays **MUST** be submitted in one of the following formats:
 - a. .mov
 - b. .mp4
 - c. .wmv

11. Only one Video Essay entry per student.
12. All submissions become the property of the AALAS Foundation and may be used to promote the importance and benefits of animals in research or as determined by the AALAS Foundation.
13. By participating in this contest, you are agreeing that decisions made by the judges of the “2018 Celebrate the Mouse Biomedical Research Video Essay” are deemed final.
14. There is no fee for entering the contest.

Submissions:

- **There may not be anything in the Video Essay itself that specifically identifies the student or their school. This information should only be contained on your completed Online Entry Form.**
- **Step 1:** Complete and submit the Online Entry Form.
 - **It is recommended that contestants complete Step 1 prior to creating their video essay.**
 - You will need to include the following information on the Online Entry Form
 - Your Name
 - Your Registered School Name
 - Your Registered Teacher Name
 - Your Email Address
 - Your Phone Number
- **Step 2:** Upon completion of the Online Entry Form you will receive an email with the following information:
 - Your Unique Entry Registration Number. This number is very important and will be needed when submitting your final video essay entry.
 - Video Submission Form
 - This form will need to be completed and emailed back, with appropriate signatures, to foundation@aalas.org no later than January 31, 2019.
 - **Entrants not submitting the Video Submission Form will be disqualified from the contest.**
- **Step 3: Complete the Video Essay Submission Form.** Be sure that:
 - The title on the form is the same as the title of the submitted Video Essay.
 - The information is complete and legible.
 - The completed form is signed by a supervising teacher, guidance counselor, principle or other school official in which the student is registered.
 - The completed form is signed by the student (if 18 or older) or by the student and the student’s parent or guardian (if 17 or younger) as indicated.

- Email Video Essay Submission form to foundation@aalas.org OR mail to Celebrate the Mouse Biomedical Research Video Essay, c/o AALAS Foundation, 9190 Crestwyn Hills Drive, Memphis, TN 38125.
- **Step 4: Create Your Video Essay.** You should create an original creative, educational and informative Video Essay, maximum running time of 5 minutes, to explain how you, a family member, friend, or pet, have benefited from medical discoveries made possible thanks to work conducted with mice in biomedical research. Your Video Essay must include a description of:
 - The role a mouse played in discovering or perfecting the surgical procedure, medication, or treatment method used to help the individual or animal; or, how a mouse was used in developing the detection technique used to identify the disease or condition
 - The name(s) of researcher(s) who worked with the mice to achieve the medical discovery
 - The date the medical advancement in research was achieved.
 - A list of sources used to cite facts should be listed, (preferably in MLA format) within the credit section of the video submission.
- **Step 5: Submit Your Video either by Mail or Email.**
 - **If submitting by mail:**
 - Burn the Video Essay to a CD or load to a USB drive
 - Include a cover letter with your Video Essay which includes the following:
 - Your Name
 - Your Email Address
 - Your Phone Number
 - Your Entry Registration Number (which will be sent to you via email upon completion of your Online Entry Form)
 - Mail to:

Celebrate the Mouse Biomedical Research Video Essay Contest
c/o AALAS Foundation
9190 Crestwyn Hills Drive
Memphis, TN 38125
 - **If submitting by email:**
 - Email Video Essay to foundation@aalas.org
 - Include the words: “Celebrate the Mouse Biomedical Research Video Essay” in the “subject” line of email.
 - Include your phone number in the body of the email.
 - Include your Entry Registration Number in the body of the email. (Your Entry Registration Number will be provided to you via email after you have completed the Online Entry Form.)

****Videos MUST be submitted in .mov, .mp4, or .wmv format. Videos in other formats cannot be processed and will be disqualified from consideration.**

- **Videos and supporting documentation must be received by 11:59 pm CST, January 31st, 2019.**
- Receipt of submission will be acknowledged to the contact email address provided for the student 18 years of age or older, or the supervising teacher and/or student's parent or guardian.

Prizes

First, Second and Third Place Winners will be selected by AALAS Foundation Judges from the two student Contest categories:

1. 5th through 8th Grade Student Category
 2. 9th through 12th Grade Student Category.
- 5th – 8th Grade Student Category Winners:
 - 1st Place Winner will be awarded \$500 cash, 1st place Trophy, 1st place Certificate, and a \$500 cash prize for its registered school.
 - 2nd Place Winner will be awarded \$250 cash, 2nd place Trophy and a 2nd place Certificate
 - 3rd Place Winner will be awarded \$100 cash, 3rd place Trophy and a 3rd place certificate
 -
 - 9th – 12th Grade Student Category Winners:
 - 1st Place Winner will be awarded \$500 cash, 1st place Trophy, 1st place Certificate, and a \$500 cash prize for its registered school.
 - 2nd Place Winner will be awarded \$250 cash, 2nd place Trophy, and a 2nd place Certificate
 - 3rd Place Winner will be awarded \$100 cash, 3rd place Trophy and a 3rd place Certificate
 - "Fan Favorite" Awards
 - A "Fan Favorite" winner will be awarded from each student category.
 - Each "Fan Favorite" winner will be awarded \$100 cash, a "Fan Favorite" Trophy, and a "Fan Favorite" Certificate.
 - The Video Essay submission from each student category receiving the most YouTube "likes" on the "2018 Celebrate the Mouse Video Essay Contest" YouTube channel between 12:01 a.m. CST, February 8th, 2019 and 12:00 pm CST, February 28, 2019, will be the "Fan Favorite" category winner.

Prize winners will be notified by email, phone and/or mail by March 9, 2019. Prizes will be awarded by **March 31, 2019.**

The first 200 eligible student entrants will receive a free “Animal Roles in Medical Discoveries” poster and a free “Celebrate the Mouse” lapel pin.

Resources:

Here are resources which you may find helpful in developing your video essay entry.

With the exception of the www.care.aalas.org and www.kids4research.org, the AALAS Foundation makes no representation or warranty about the accuracy, quality or safety of such sources listed below and the material contained in such web sites and other sources including the ownership rights in the material contained therein. Entrants using such web sites and sources use them at their own risk.

- www.care.aalas.org
- www.kids4research.org
- www.fbresearch.org
- www.psbr.org
- <https://msmr.org/resources/educational-resources/>
- <http://www.animalresearch.info/en/>
- <https://www.jax.org/research-in-action/why-mouse-genetics>
- <http://www.understandinganimalresearch.org.uk/animals/10-facts/mouse/>

Helpful guide for citing resources using MLA format:

- <https://owl.english.purdue.edu/owl/resource/747/01/>
- <http://www.citationmachine.net/>
- <http://www.easybib.com/>

Suggested video editing and music links:

1. [Adobe Premiere Clip](#) Free Android phone app for video editing
2. 10 Best video editing Apps for Android <http://www.androidauthority.com/best-video-editor-apps-android-716248/>
3. [Blender](#) –Free and Open Source 3D creation suite and video editing software (search YouTube tutorials to learn how to use)
4. Anyone with 2012 Windows Movie Maker –video editing
5. List of free video editing software’s - <http://www.techradar.com/news/software/applications/the-best-free-video-editor-1330136>
6. Top 10 Best Free Video Editing Software for Windows 2017 <https://filmora.wondershare.com/video-editor/free-video-editing-software-windows.html>
7. How to create a storyboard <http://www.wikihow.com/Create-a-Storyboard>
8. Royalty Free music
 - a. <http://www.bensound.com/>
 - b. <https://www.youtube.com/user/FreeSongsToUse>

- c. <https://creativecommons.org/about/program-areas/arts-culture/arts-culture-resources/legalmusicforvideos/>
- d. <https://www.youtube.com/audiolibrary/music>

OFFICIAL RULES

THE “2018 CELEBRATE THE MOUSE BIOMEDICAL RESEARCH VIDEO ESSAY CONTEST” IS A SKILL CONTEST OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA WHO ARE REGISTERED STUDENTS IN GRADES 5-8 (LEVEL 1) OR GRADES 9-12 (LEVEL 2).

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

Contest Dates: The 2018 Celebrate the Mouse Biomedical Research Video Essay Contest ("Contest") begins September 1, 2018 at 12:00:01 AM Central Standard Time ("CST"), and ends March 9, 2019 at 11:59:59 PM CST ("Contest Period"). During the Contest Period there are a series of events which start and end on or about the dates and times noted below:

| EVENTS | Events START at 12:00:01 AM CST on Dates Noted | Events END at 11:59:59 PM CST on Dates Noted |
|---|---|---|
| VIDEO ESSAY SUBMISSION PERIOD | September 1, 2018 | January 31, 2019 |
| JUDGING TO SELECT WINNING VIDEOS | February 1, 2019 | March 8, 2019 |
| PUBLIC VOTING PERIOD | February 8, 2019 | February 28, 2019 |
| WINNERS ANNOUNCED | March 9, 2019 | |

Note: All dates/times are 2018-19 /CST

Contest Entity: AALAS Foundation, 9190 Crestwyn Hills Drive, Memphis, TN 38125 "Sponsor".

Eligibility: Submitting a Video Essay in this Contest is open only to students who, as of date of entry are legal residents of one of the fifty (50) United States or the District of Columbia, and are registered students in grades 5 through 12. Employees, officers, directors and their immediate family members of the Contest Entity are not eligible to enter. For purposes of this Contest, "immediate family members" means parents, spouses, children, siblings, in-laws, grandmother, or grandfather.

To Enter:

Step 1: Complete and submit by email the Online Entry Form located at www.tinyurl.com/Celebrate-Mouse-Entry-Form

- You will need to include the following information on the Online Entry Form
 - Your Name
 - Your Registered School's Name
 - Your Registered Teacher's Name
 - The Title of Your Entry
 - Your Email Address
 - Your Phone Number

Step 2. Upon completion and submission of your Online Entry Form you will receive an email with the following information:

- Your Unique Entry Registration Number -This number is very important and will be needed when submitting your final Video Essay Entry and the Video Submission Form.
- Video Submission Form - This form will need to be completed and emailed back, with appropriate signatures, to foundation@aalas.org no later than January 31, 2019. **Entrants not submitting the Video Submission Form will be disqualified from the contest.**

Step 3: Complete the Video Essay Submission Form. Be sure that:

- The title on the form is the same as the title of the submitted Video Essay.
- The information is complete and legible.
- The completed form is signed by a supervising teacher, guidance counselor, principal, or other school official in which the student is registered.
- The completed form is signed by the student (if 18 or older) or by the student and the student's parent or guardian (if 17 or younger) as indicated.
- Email Video Essay Submission form to foundation@aalas.org OR mail to Celebrate the Mouse Biomedical Research Video Essay, c/o AALAS Foundation, 9190 Crestwyn Hills Drive, Memphis, TN 38125.

Step 4. Create Your Video Essay. You should create an original creative, educational and informative Video Essay, maximum running time of 5 minutes, to explain how they, a family member, friend, or pet, have benefited from medical discoveries made possible thanks to work conducted with mice in biomedical research. Your Video Essay must include a description of:

- The role a mouse played in discovering or perfecting the surgical procedure, medication, or treatment method used to help the individual or animal; or, how a mouse was used in developing the detection technique used to identify the disease or condition
- The name(s) of researcher(s) who worked with the mice to achieve the medical discovery
- The date the medical advancement in research was achieved.
- A list of sources used to cite facts should be listed, (preferably in MLA format) within the credit section of the video submission.
 - Wikipedia may not be used as a source.

Step 5. Submit your Video Essay. A Video Essay may be submitted by mail or email.

Video Essays **MUST** be submitted in one of the following formats:

- .mov
- .mp4
- .wmv

If submitting by mail:

- Burn the Video Essay to a CD or load to a USB drive
- Include a cover letter with your Video Essay which includes the following:
 - Your Name
 - Your Address
 - Your Phone Number
 - Your Entry Registration Number (which will be sent to you via email upon completion of your Online Entry Form)
- Mail cover letter and Video Essay to:
Celebrate the Mouse Biomedical Research Video Essay Contest
c/o AALAS Foundation
9190 Crestwyn Hills Drive
Memphis, TN 38125

If submitting by email: Email Video Essay to foundation@aalas.org

- Include the words: “Celebrate the Mouse Biomedical Research Video Essay” in the “subject” line of email.
- Include your phone number in the body of the email.
- Include your Entry Registration Number in the body of the email. (Your Entry Registration Number will be provided to you via email after you have completed the Online Entry Form.)

****A Video Essay MUST be submitted in .mov, .mp4, or .wmv format. A Video Essay in another format cannot be processed and will be disqualified from consideration.**

The Video Essay, Video Submission Form, all Photo and Video Release Forms and supporting documentation must be received by Sponsor by 11:59 pm CST, January 31, 2019.

- Receipt of a submission will be acknowledged to the contact email address provided for the student 18 years of age or older, or the supervising teacher and/or student’s parent or guardian.

A student may not enter more than one Video Essay in the Contest.

Technical/Creative/Legal Requirements for the Contest Entries:

- *Video Essay Running Time:* 5 minutes maximum, including any credits. Video Essay submissions longer than 5 minutes may be disqualified at discretion of Sponsor.
- *Language:* English
- *Creative Requirements:* In addition to the technical requirements, the following creative elements are a requirement of entry and must be included in a Video Essay Submission:

- The role a mouse played in discovering or perfecting the surgical procedure, medication, or treatment method used to help the individual or animal; or, how a mouse was used in developing the detection technique used to identify the disease or condition
- The name(s) of researcher(s) who worked with the mice to achieve the medical discovery
- The date the medical advancement in research was achieved.
- A list of sources used to cite facts must be listed, (preferably in MLA format) within the credit section of the Video Essay submission. Wikipedia may not be used as a source.
- A Video Essay submissions may not:
 - include trademarks, logos, or copyrighted material not owned or created by entrant or used without permission (such as company names, music, photographs, works of art, or images published on or in websites, television, movies, or other media);
 - use individuals' names, in whole or in part (including the entrant's last name) without permission;
 - refer to public figures;
 - contain profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, hateful content of any kind (including racism, sexism, etc.), or any other offensive, obscene, or inappropriate content as determined by Sponsor;
 - defame, misrepresent, or contain disparaging remarks about people or companies, including, but not limited to the Sponsor;
 - promote a political agenda regardless of the political affiliation;
 - contain materials embodying the names, likenesses, photographs, or other identifying elements of any person, living, or dead without appropriate permission.

Sponsor and/or their designated representatives, will review all Video Essay Submissions received during the Video Essay Submission Period and will only post those Video Essay Submissions on the Contest Web Site located at <https://tinyurl.com/Celebrate-Mouse-Entries> that conform to these Official Rules and the Terms of Use and Code of Conduct (collectively, the "Official Rules"), as determined by the Sponsor in its sole discretion ("Eligible Video Essay Submissions"). Entries that do not comply with these Official Rules, as determined in Sponsor's sole discretion, will be disqualified from the Contest. Decisions of the Sponsor are final and binding.

Entry Terms: Void where prohibited. By entering, entrant or their parent or guardian warrant that entrant's idea and Video Essay submission and all elements thereof satisfy the Terms and Conditions of the Contest including, without limitation, warranting that the Video Essay Submission:

- i. **is the original work of the entrant;**
- ii. **has not previously been published or won an award or prize of any kind;**
- iii. **does not infringe or violate the rights of any third party, including but not limited to, copyrights, trademarks, patents, trade secrets, logos, contract and licensing rights, rights of publicity or privacy, moral rights, or any other intellectual property rights;**
- iv. **is not subject to any third party agreements, and that the Sponsor will not be required to pay or incur any sums to any person or entity as a result of their use, exhibition or exploitation of the idea or video or elements therein;**
- v. **does not contain any content that is likely to be considered offensive by Sponsor or could adversely affect the name, reputation, or goodwill of the Sponsor.**

Entries may only be submitted by an individual student. Group entries will not be accepted (e.g., although different individuals might have taken part in the making of a Video Essay Submission, and more than one individual may appear in the Video Essay Submission, only one individual may be considered to have produced and submitted the Video Essay Submission). A person 17 years of age or younger (18 years of age or younger in Alabama and Nebraska) may not submit a Video Essay Submission without their parents or guardian's signed permission. By entering the Contest, each entrant represents and warrants that he or she has obtained all of the rights, licenses, and permissions in writing from each person (or from parent/legal guardian if person(s) in Video Essay Submission are considered minors in their state of residence) who appeared in or helped to create the Video Essay Submission. If Sponsor determines in its sole discretion that an entrant has breached a representation or warranty, the entry will be disqualified.

Neither the Sponsor nor any of its respective affiliates and each of their respective officers, directors, volunteers, agents and employees, nor any Internet access providers (collectively "Released Parties") are responsible for incorrect or inaccurate entry of information, human error, technical malfunction, lost/delayed data transmission, omission, interruption, deletion, defect, line failure of any telephone, computer or other network, computer equipment, software or any combination thereof, from problems uploading or downloading any materials from a web site, or for late, lost, damaged, misdirected, incorrect or incomplete entry. For purposes of these Official Rules, receipt of entry occurs when Sponsor successfully receives the video file and all required entry documents and information.

Judging to Determine Finalists and Alternates: All eligible Entries received during the Video Submission Period will be judged by a panel of representatives of the Sponsor ("Panel"). The Panel will score each eligible entrant's Video Submission based on the following judging criteria, each given equal weight:

- Creativity and originality including use of required elements
- Quality of the information provided
- How well the Video submission exemplifies the actual biomedical research
- The power of the work
- Overall impression

The judges' decisions are final and binding in all matters relating to this Contest.

Video Essay Posting For Fan Favorite Voting: All Video Essays meeting the requirements of these Rules as determined by Sponsor shall be posted for public voting to determine the Fan Favorite Winner in each grade category at <https://tinyurl.com/Celebrate-Mouse-Entries> During the Voting Period persons may vote a maximum of once. Public voting shall be either "Thumbs Up" or "Thumbs Down". Subsequent votes by a individual will be disqualified. At the conclusion of the Voting Period the votes will be tabulated. The top ranked finalist in each grade category will be deemed the Fan Favorite Video. In the event of a tie, all tied entries will be re-judged by an additional judge selected by Sponsor, who, using the judging criteria will break the tie. The judges' decisions are final and binding in all matters relating to this Contest. The Fan Favorite Prize Winners will be announced at <http://kids4research.org/fun-stuff/Celebrate-the-Mouse-Video-Essay-Contest> on or about March 9, 2019.

Winner Notification: The First, Second and Third Place winners in each grade category will be notified by e-mail, phone or by mail on or about March 9, 2019.

Prizes: First Place Winner in each Grade Category will be awarded \$500.00, a 1st Place Trophy, a First Place Certificate and \$500.00 will be donated to the Winner's registered school. Second Place Winner

in each Grade Category will be awarded \$250.00, a 2nd Place Trophy, and a Second Place Certificate. Third Place Winner in each Grade Category One will be awarded \$100.00, a 3rd Place Trophy and a Third Place Certificate. Fan Favorite Winner in each Grade Category One will be awarded \$100.00 and a "Fan Favorite" Trophy. Airing of any video is at Sponsor's discretion. There is no retail or other value associated with airing or use of any Video All federal, state or other tax liabilities are the responsibility of the winner.

Other Conditions: All federal, state and local laws and regulations apply. Contest void where prohibited. Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Contest or any portion hereof at any time for any or no reason, or to disqualify any individual implicated in any of the following actions, if for any reason: (a) infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes which, in Sponsor's opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, (b) the Contest or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries per these rules, or (c) the Contest is otherwise not capable of running as planned. By entering, participants agree to release and hold harmless the Released Parties, from and against any and all claims, actions and/or liability for any violation of the Official Rules by participants (including any warranties made by participants), any injuries or death, loss or damage of any kind arising from or in connection with participation in and/or entry into the Contest. The Released Parties are not responsible or liable for any incorrect or inaccurate entry information, and assume no responsibility for (i) any error, omission, interruption, defect or delay in operation or transmission at any website, (ii) communications line, hardware and/or software failures, (iv) damage to any computer (software or hardware) resulting from participation in the Contest, (v) theft or destruction of, tampering with, unauthorized access to, or alteration of entries and/or entry information, or (vi) entries which are late, lost, stolen, damaged, illegible, unintelligible and/or postage due (or any combination thereof). The use of third-party software or website or automated entry systems to participate is prohibited, and Sponsor reserves the right to disqualify entries made in such fashion. By entering, entrants agree to comply with these rules. Any entrant who attempts to tamper with this Contest in any way shall be disqualified. In the event of dispute as to who submitted an online entry, the entry will be deemed submitted by the Authorized Account Holder of the e-mail address submitted at the time of entry. "Authorized Account Holder" is defined as the natural person or their parent or guardian assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning email addresses for the domain associated with the email address in question. Additional restrictions may apply.

Additional Contest Terms: By entering this Contest, and to the extent allowed by law, entrants grant Sponsor, and each of its affiliates, licensees, promotional partners, and third party marketing entities the absolute right and permission to edit, modify, cut, rearrange, add to, delete from, copy, reproduce, translate, dub, adapt, publish, exploit, and use the content of and elements embodied in the Video Submissions, entries, and the entries themselves, in perpetuity in any and all media, including but not limited to digital and electronic media, computer, audio and audiovisual media (whether now existing or hereafter devised), in any language, throughout the world, and in any manner, for trade, advertising, promotional, commercial or any other purposes without further review, notice, approval, consideration, or compensation. Entrants waive and release Sponsor and its affiliates from any and all claims that entrants may now or hereafter have in any jurisdiction based on any claims, including but not limited to "moral rights" or "droit moral" or unfair competition with respect to Sponsor's exploitation of entries without further notification or compensation to entrants of any kind, and agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against Sponsor, and its affiliates, licensees,

or any other person in connection with this Contest, on the grounds that any use of any entry, or any derivative works, infringe or violate any of entrants rights therein. By entering this Contest, entrants agree that Sponsor, and its affiliates, licensees, promotional partners, and third party marketing entities shall have the right and permission to use the name, picture, voice, biographical data, photograph, testimonial, or other likeness and/or prize information or personal exposition (and/or any edited portion thereof), and/or any information contained in his/her Video Essay Submission or entry for promotional, advertising, and/or publicity purposes in any media, now or hereafter known, throughout the world in perpetuity, without compensation or notice to, or further consent of, to the winner to the extent permitted by law.

EACH ENTRANT ACCEPTS THE CONDITIONS STATED IN THESE OFFICIAL RULES, AGREES TO BE BOUND BY THE DECISIONS OF THE JUDGES AND PUBLIC VOTING, WARRANTS THAT THEY ARE ELIGIBLE TO PARTICIPATE IN THIS CONTEST, AND AGREES TO RELEASE, INDEMNIFY, AND HOLD HARMLESS the SPONSOR AND ITS AFFILIATES, ADVERTISING, PROMOTION, AND PUBLIC RELATIONS AGENCIES, AND THE RESPECTIVE OFFICERS, DIRECTORS, VOLUNTEERS, EMPLOYEES, REPRESENTATIVES AND AGENCIES OF EACH FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, LIABILITY, AND DAMAGES OF ANY KIND, INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES) ASSERTED AGAINST ANY OF THEM, INCURRED, SUSTAINED, OR ARISING IN CONNECTION WITH PREPARING FOR, PARTICIPATING IN, AND/OR TRAVELLING TO OR FROM ANY CONTEST-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY, OR FROM THE RESPECTIVE ENTRANTS' BREACH OR ALLEGED BREACH OF ANY AGREEMENT OR WARRANTY ASSOCIATED WITH THE CONTEST, INCLUDING THESE OFFICIAL RULES. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST ENTITIES AND EACH OF THEIR LICENSEES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Each entrant hereby acknowledges and agrees that the relationship between the entrant and the Sponsor is not a confidential, fiduciary, or other special relationship, and that the entrant's decision to provide the Video Submission to Sponsor for purposes of the Contest does not place the Contest Entities in a position that is any different from the position held by members of the general public with regard to elements of the Video Essay Submission, other than as set forth in these Official Rules. Each entrant understands and acknowledges that the Sponsor has wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to it or being developed by their own employees. Each entrant also acknowledges that many ideas or stories may be competitive with, similar to, or identical to the Video Essay Submission and/or each other in theme, idea, plot, format, or other respects. Each entrant acknowledges and agrees that such entrant will not be entitled to any compensation as a result of Sponsor's use of any such similar or identical material that has or may come to the Sponsor from other sources. Each entrant acknowledges and agrees that the Sponsor does not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the entrant's copyright in and to the submission. Finally, each entrant acknowledges that, with respect to any claim by entrant relating to or arising out of Sponsor's actual or alleged exploitation or use of any submission or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable entrant will not be irreparable or otherwise sufficient to entitle such entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition, or other exploitation of any program, website, advertising, materials or other thing based

on or allegedly based on the Video Essay Submission, and entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

Entrants agree that the use of Sponsor's Marks is permitted only for the purpose of making a Video Submission for entry in this Contest, and that any use of Sponsor's Marks (whether in the Video Submission or otherwise) beyond this scope infringes the rights of Sponsor and will result in irreparable harm to Sponsor.

This Contest is governed, interpreted and enforced by the laws of the State of Tennessee, without regard to its conflict of laws principals. Any and all legal actions, claims or proceedings arising out of, or in connection with this Contest must be brought in a court of competent jurisdiction in the State of Tennessee. The Entrant and all persons making claim through or on account of Entrant, hereby agrees to and irrevocably consents to the venue of the applicable state or federal courts sitting in Tennessee and submits to the jurisdiction of said courts. If, in Sponsor's sole opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, Sponsor reserves the right to void suspect entries and/or votes and/or terminate the Contest and award the prizes at its sole discretion. The use of any automated launching or entry software or any other mechanical or electronic means that permits the participant to automatically enter or vote repeatedly is prohibited. In the event of a dispute as to the identity of an entrant based on an e-mail address, the entry in question may be disqualified subject to the judges' or Sponsor's sole discretion.

Who Won: The names of the prize winners will be posted on <http://kids4research.org/fun-stuff/Celebrate-the-Mouse-Video-Essay-Contest> on or about March 9, 2019. In addition, to obtain this information you may also send a U.S. Postal Service postcard with your return address clearly marked for receipt by April 1, 2019, to: Celebrate the Mouse Biomedical Research Video Essay Contest, c/o AALAS Foundation, 9190 Crestwyn Hills Drive, Memphis, TN 38125.

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