

ANTARCTICA 2041 Teachers' Contest
Sponsored by 2041, NativeEnergy, and Broadway Books,
a division of Random House, Inc. ("Random House")

Official Contest Rules & Regulations

NO PURCHASE NECESSARY TO ENTER OR WIN

I. ELIGIBILITY: The Contest is open to legal residents of the United States and Canada (excluding Quebec and Puerto Rico and all other territories) who are at least 18 years of age on July 1, 2009 and who are employed for the 2009-2010 school year as full-time teachers or professors (of any grade level at an accredited public or private elementary, middle or high school, college or university, excluding home school teachers). Employees of Random House, Inc., 2041, and NativeEnergy, and their respective parents, subsidiaries and affiliates, their immediate families and persons living in the same households as such individuals (whether related or not) are not eligible to participate in this Contest. Entries received from persons residing in geographic areas in which entry is not permitted will be disqualified. All federal, state and local laws and regulations apply. Void in Quebec, Puerto Rico, all other territories and wherever prohibited or restricted by law.

II. HOW TO ENTER: The ANACTCTICA 2041 Teachers' Contest ("Contest") begins at 12:00:00 AM Eastern Time ("ET") on **July 1, 2009 and ends at 11:59:59 PM ET on September 4, 2009** ("Contest Entry Period").

There are TWO PHASES to enter. Please see below.

- 1) **1) Phase 1 (Entry Phase):** Visit antarctica2041.com/teacherscontest and submit a compelling essay, in 500 words-or-less, titled: "Why I want to visit Antarctica this November, and how I plan to bring the skills I learn back to my classroom."

You must also fill out the **online entry form** with your name, address, phone number, email address, school or university where you are employed, department, grade level and your director or principal's name. One entry per person allowed.

Mechanically reproduced entries not accepted. In the event of a dispute about entries submitted by multiple individuals using the same e-mail account, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the contest at the actual time of entry. The authorized e-mail account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Entries generated by script, macro, robotic, programmed or any other automated means are prohibited and will be disqualified.

All essays will be judged by the Contest Sponsors.

2) Phase 2 (Phone Interviews with Three Finalists): Based on the quality and compelling nature of the essays submitted in Phase 1, three finalists will be selected and alerted by the Broadway Books Marketing Department, during the week of September 7, 2009.

Each finalist will be scheduled for a phone interview with 2041 and Broadway Books employees. **Finalists must be available for phone interviews between September 14 and September 25, 2009, at a time that works for 2041 and Broadway Books.**

The 2041 and Broadway Books team will then select one finalist to win the **Grand Prize Antarctica Teacher's Package. The Grand Prize Winner will be alerted by October 1, 2009.** *Approximate Total Retail Value of the Grand Prize Antarctica Teacher's Package is \$28,000.*

The 2041 and Broadway Books team will also then select 10 runner-up winners, based on the interviews and essays submitted.

III. CONTEST PRIZES: One (1) Grand Prize Winner will win one Grand Prize Antarctica Teacher's Package that includes:

- Passage for one on the 2041 International Antarctic Treaty Expedition from November 16 – 30, 2009, and all included activities in Antarctica. All meals on the ship and in Antarctica are included. **Click here for the IATE itinerary.** Approximate retail value of \$25,000.00. *(This includes the lodging, and the pick-up and drop off from the airport in Ushuaia, both as listed below).*
- Roundtrip airfare from the major international airport nearest to the Grand Prize Winner's primary U.S. or Canadian residence as designated by the Contest Sponsors to Ushuaia, Argentina, where the trip begins and ends. Airfare will be provided and arranged by Broadway Books. The Grand Prize Winner must commit to Broadway Books to book the flight arrangements by October 20, 2009. Approximate retail value of \$2,500.00. *Please note, in order to arrive in Ushuaia on November 16, 2009, you will most likely need to leave from the United States or Canada on an overnight flight on November 15, 2009.*
- Pick-up and drop-off from the airport in Ushuaia, provided and arranged by 2041. The Grand Prize Winner will be met at the airport by 2041 team leaders and taken to their hotel.
- Two days of lodging in Ushuaia, prior to departure to Antarctica, with IATE team members. Lodging provided and arranged by 2041. Meals in Ushuaia are provided as designated by the IATE itinerary. All other food and incidentals in Ushuaia are the sole responsibility of the applicable winner.
- One (1) signed copy of ANTARCTICA 2041 (ISBN: 978-0-7679-3175-5). Approximate retail value of \$24.95.

- Carbon Offsets to cover the winner's trip related emissions, plus a personal carbon footprint consultation. Please see Carbon Offset complete details below.

The Grand Prize Antarctica Teacher's Package has a total approximate retail value of \$28,000.00.

More about the IATE: Beginning in 2003, Robert Swan started taking a team of people (teachers, corporate leaders, experts, and journalists) each year to Antarctica to preserve, learn, and grow. Working with on-board experts, IATE team members gain first hand knowledge, observe Antarctica's fragile ecosystems, and become inspired by the once in a lifetime experience. The Grand Prize Winner will no doubt return to his/her classroom uniquely positioned to share the experience with students and colleagues. **Visit www.2041.com for more details on IATE and Robert Swan's 2041 mission.**

Carbon Offsets: As part of the **Grand Prize Antarctica Teacher's Package**, NativeEnergy will provide carbon offsets to cover the 2041 trip-related emissions created by the Grand Prize Winner. These emissions will include travel by ground, air, and sea, accommodations, and waste, up to a maximum of 25 short tons of carbon offsets. Each short ton of NativeEnergy's carbon offsets has retail value of \$14.00. The winner's carbon offsets are donated to Clean Air-Cool Planet for retirement on behalf of the winner, and are subject to NativeEnergy's terms and conditions available at www.nativeenergy.com.

NativeEnergy will also provide a personal carbon footprint consultation with the Grand Prize Winner, upon his or her request, with a NativeEnergy Staff member. NativeEnergy will work with the Grand Prize Winner to determine his/her annual average carbon footprint. NativeEnergy will take ownership over the carbon footprint data, and reserves the right to use this carbon footprint data and other personal information of the Grand Prize Winner related to his/her carbon footprint in promotion/marketing/advertising; Approximate retail value of the consultation is \$250.00.

Please note: Items not specifically listed in the Grand Prize description above, including but not limited to transportation to and from the major international airport nearest the Grand Prize Winner's primary U.S. or Canadian residence, any travel layovers, lodging or transfers, additional meals, drinks, snacks, room service, laundry and other personal and incidental expenses, will be solely the Grand Prize Winner's responsibility.

Also, as the trip dates fall during the school-year, we're aware that the selected teacher will need to clear the trip with their school. We will also work with the teacher to set up a system to blog from the ship, so that the school and students can follow the teacher's journey from the ship. When entering, please try to alert your school that you're interested in this contest, so if selected, the approval process will already have begun.

Lesson Plan/Discussion Guide: The winner is encouraged, but not required, to submit a lesson plan and/or classroom discussion guide related to ANTARCTICA 2041 (upon the book's release in October), for posting on the Contest Sponsors' websites, upon approval of the Contest Sponsors.

Blogging: The winner is highly encouraged, but not required to blog from the ship and after about their Antarctica experience, and most importantly to continue discussion from the trip in their classrooms and schools.

10 RUNNER-UP WINNERS (which will include the two (2) finalists who are not selected for the Grand Prize) will each win one (1) signed copy of ANTARCTICA 2041 (ISBN: 978-0-7679-3175-5), approximate retail value of \$24.95; and one (1) NativeEnergy water bottle which also includes one ton carbon offsets. The carbon offset comes with a personalized certificate. The water bottle package is valued at \$25.00. Details at www.nativeenergy.com.

Approximate Retail Value of the runner-up prize is \$50.00 each.

IV. PRIZE AWARDING: Limit: One Grand Prize will be awarded. The Grand Prize Winner and the ten runner-up winners will be notified by October 1, 2009. No substitution, transfer of any prize or cash alternative permitted, except by the Contest Sponsors who reserve the right, in its sole discretion, to substitute a prize of equal or greater value, if prize, or portion of prize, becomes unavailable. The Grand Prize Winner may be notified by phone or e-mail and will be required to be available for travel between November 16-30, 2009, and to satisfactorily complete an Affidavit of Eligibility and Publicity/Liability Release showing that winner has complied with these rules, and provides proof of teacher status (form of proof can be a letter from a dean, department director, or principal) all of which must be returned by October 15, 2009, to the Broadway Books Marketing Department. Any noncompliance within that time period or the return of any notification as undeliverable will result in disqualification and the selection of an alternate winner. The Contest Sponsors reserve the right to determine the validity of teacher status.

The Grand Prize Winner must also demonstrate to Broadway Books and 2041, at least 30 days prior to departure, ability to timely obtain (i) a valid U.S. passport, or in the case of non-citizen, a valid foreign passport, U.S. immigration documents, and other documentation allowing the individual to leave and to legally re-enter the United States; (ii) all medical documents required by 2041 (documents will be provided to the winner upon winning the trip). All information submitted is subject to verification by the Contest Sponsors who reserve the right to revoke the prize in the event of material misrepresentation. If the potential winning entrant of any prize cannot be contacted; is ineligible; fails to return the completed and executed Affidavit of Eligibility and Release; if the Prize Notification is returned undeliverable; or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and the prize may be awarded to an alternate winner as selected by the Sponsors.

The Contest Sponsors reserve the right to cancel or reschedule the trip, in whole or in part, in its sole discretion, as well as the right, in its sole discretion, to dismiss the winner from further participation in the trip as a result of conduct that is considered improper or offensive to the local community, is likely to be detrimental to the health or safety of the winner or other individuals, or demonstrates that the individual is not capable or unwilling to participate fully in the trip experience.

V. TAX INFORMATION: All federal, state, local, and other taxes on the Grand Prize are the sole responsibility of the Grand Prize Winner. The Winner will be provided with appropriate tax forms stating the actual retail value of the prize package, which is expected to be approximately \$28,000.

VI. ADDITIONAL PROVISIONS: The Contest Sponsors assume no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; or the theft destruction, unauthorized access to or alteration of entries. The Contest Sponsors are not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment or software; or failure of e-mail or entry on account of technical problems or traffic congestion on the Internet or at any Website or combination thereof, including injury or damage to the participant's or to any person's computer related to or resulting from participating or downloading materials from this Website or contest. By entering the contest, participants are consenting to be added to the Contest Sponsors mailing lists for future promotions, unless participants elect to opt-out of these lists.

Participants release the Contest Sponsors, its agencies, and assigns from any liability, damage and/or loss resulting from participation in the Contest and/or the acceptance, use or misuse of any prize. By their entry, participants fully and unconditionally agree to these Official Rules and Contest Sponsors decisions, which are final and binding. By acceptance of any prize, Winners agree to Contest Sponsors' use of their name/likeness and essay submissions for commercial purposes without notification or compensation, except where prohibited by law.

VII: WINNERS LIST: For the names of the winners, available after November 1, 2009, please send a stamped, self addressed envelope to: Julie Sills, ANTARCTICA 2041 TEACHERS' CONTEST, 1745 Broadway, Mail Drop 22.1, New York, NY 10019.

Contest Sponsors are:

- 2041, 11045 Donner Pass Road, Suite 2D, Truckee, CA 96161;
- NativeEnergy, 30 Kimball Avenue, Suite 301 South Burlington, VT 05403
- Broadway Books, a division of Random House, Inc., 1745 Broadway, New York, NY 10019