



OFFICIAL RULES FOR BOB'S DISCOUNT FURNITURE \$100,000 HIGH SCHOOL HEROES SCHOLARSHIP PROGRAM – 2010-2011

1. **ELIGIBILITY:** The Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program (the "Scholarship") is open only to high school seniors who are (a) legal residents of Massachusetts or Connecticut, (b) sixteen (16) years of age or older, (c) enrolled in their senior year of high school at an accredited state educational facility in the United States, (d) graduate high school on time at the end of their senior year, (e) continue their education by the Fall semester following graduation at an accredited 2-year, 4-year college or Professional Trade School, and (f) active participant in the high school blood program and exhibit a leadership role in the coordination and recruitment of blood drives.

2. **SPONSOR:** The Scholarship is sponsored by Bob's Discount Furniture, 428 Tolland Turnpike, Manchester, CT 06042 and the American Red Cross – Blood Services, Northeast Division, 180 Rustcraft Road, Suite 115, Dedham, MA 02026 (the "Sponsor").

3. **AGREEMENT TO OFFICIAL RULES:** Participation in the Scholarship constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. **SCHOLARSHIP PERIOD:** The Scholarship Program begins on at 12:00 a.m. ET on June 1, 2010 and ends at 11:59 p.m. ET on May 31, 2011 (the "Scholarship Period").

5. **PRIZES:** The scholarship program will award \$100,000 in scholarship money for high school students in Connecticut and Massachusetts. Scholarships will be awarded to high school seniors who demonstrate a high level of dedication and leadership in support of the American Red Cross blood program. Schools that host at least two high school blood drives per year and achieve an annual participation rate of at least 30% will be eligible to win a base scholarship of \$250. Participation rate is determined by dividing the total units of blood collected throughout the school year by the total age-eligible student population. Age eligible student population is determined by multiplying the total student population for grades 11-12 by 66% or 2/3.

Schools that achieve the base scholarship requirements plus the highest overall participation rates in the state and collect a minimum of 100 units of blood during the academic year will be eligible to receive larger scholarships as outlined below.

Base Scholarship

Schools that host at least two high school blood drives per year and achieve an annual overall participation rate of at least 30% will be eligible to win a base scholarship of \$250.

Higher Scholarships*

Scholarships below are awarded by state in descending order based on highest overall participation rate with a minimum of two blood drives hosted and 100 units of blood collected during the scholarship period. Base scholarship requirements also apply.

- **GRAND PRIZE – PARTICIPATION RATE: Eight \$1,000 scholarships – 1 winning school per state**
- **GRAND PRIZE – UNITS COLLECTED: Eight \$1,000 scholarships – 1 winning school per state**
- **FIRST PLACE: Five \$1,000 scholarships – 1 winning school per state**
- **SECOND PLACE: Five \$500 scholarships – 1 winning schools per state**
- **THIRD PLACE: Two \$500 scholarships – 8 winning schools per state**

**Higher scholarship winners will not be eligible to receive \$250 base scholarship. Schools are not eligible to win multiple scholarships during a scholarship period. Scholarships can not be consolidated or broken down into smaller award amounts than listed above. Should a tie occur, the prize will go to the school with the greatest participation rate.*

6. PARTICIPATION RATE: Units collected at blood drives sponsored and recruited by the student sponsor will be included in the calculation of the participation rate. The participation rate is determined by dividing the total units of blood collected throughout the school year by the total age-eligible student population. During the first year of the program, Massachusetts age-eligible population will include 17 year olds and older. However, all donations will count, including faculty, parents and staff. Blood drives need to take place between June 1, 2010 and May 31, 2011 and include summer drives that are recruited by the school sponsors.

The school population is determined by the American Red Cross based on the US Dept of Education, Institute of Educational Services, National Center for Educational Statistics, and the Common Core of Data.

7. REQUIREMENTS OF A POTENTIAL WINNER: Students participating will agree to sign a video and photo release form enabling the Red Cross and Bob's Discount Furniture to utilize their stories and likeness in press and promotional materials and events.

8. SELECTION OF WINNER: Participating school administrations are responsible for selecting the individual scholarship winners within these rules. Students selected must be an active participant in the high school blood program and should exhibit a leadership role in the coordination and recruitment of blood drives. Schools should take into account the number of donors recruited and hours committed towards supporting the blood program when making final student selections, as well as the eligibility requirements in item 1.

New England Patriots trademarks, including the Patriots logo, are the property of New England Patriots L.P., and are used pursuant to a licensing agreement with New England patriots L.P.