

APRIL 1-30 2017 | MONTH OF THE MILITARY CHILD



GUIDE BOOK



UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND
ArmyMWR.com/MOMC



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OVERVIEW

The Young Lives, BIG Stories Contest is open to all military children preschool through twelfth grade. Youth participants will have the option of telling their story on ***‘what it means to be a military child?’*** for the chance to win great prizes. The goal of this contest is to tell the Army’s story through the eyes of our children. Prizes will be given to one overall winner and the top entries in each category.

Child and Youth Services (CYS) are encouraged to get youth and parents involved in this contest. In addition, CYS staff should work with garrison marketing offices to ensure dissemination of marketing materials and promotion of this contest. Good luck!

GENERAL ENTRY GUIDELINES

- Participants may enter (1) submission for the Young Lives, BIG Stories contest.
- Participant entries are as follows:
 - Drawings Only
 - Ages 3-4 years old
 - 5 years old – 1st Grade
 - 2nd – 3rd Grade
 - Written Submissions Only
 - 4th-5th Grade
 - 6th – 8th Grade
 - 9th – 12th Grade
- All submissions must be related to the question: “What does it mean to you to be a military child?”
- Only original work will be accepted. Please do not submit any work that is copied from the web, a movie or clip art.
- (1) Winner from each category will be chosen. (1) Overall winner from all entries will be chosen for the grand prize.

- The use of violence, profanity and/or tobacco/alcohol in drawings or written submissions will automatically disqualify the entry from the contest.
- Submission may be submitted by parent or custodian of the child. The parent must be Active Duty Army, Army National Guard, Army Reserve, Military Spouse or U.S. Army Retiree.
- Entrants must have primary creative control of their submission.
- All entrants must submit an entry form. Entry forms may be downloaded at www.armymwr.com/momc

GUIDELINES FOR DIFFERENT TYPES OF ENTRIES

Guidelines for **Drawings**:

- Drawings must reflect the question, “What does it mean to you to be a military child?”
- Word (.doc), .pdf, .jpeg, .png files accepted (max of 5MB online/email submissions accepted).
- Title your submission Young Lives, BIG Stories Contest and provide a brief description of your drawing (2-3 sentences).

Guidelines for **Written Submissions**:

- Written submissions must answer the question: “What does it mean to you to be a military child?”
- Submissions must be at least 50 up to 500 words in length.
- Word (.doc), .pdf, .jpeg, .png files accepted (max of 5MB online/email submissions accepted).

TALKING POINTS FOR STAFF

Get the Word Out!

Publicity and advertising are critical to the success of the Young Lives, BIG Stories contest. This guidebook provides a variety of tools to help you actively promote this campaign. Please become familiar with the contest so you can correctly answer questions as needed.

For **CYS Staff**:

- a. Encourage youth participants to enter the contest.
- b. Provide youth participants with the entry form.
- c. Place provided marketing materials in high traffic areas around and inside CYS facilities.

d. Work with your local marketing office to ensure dissemination of materials and promotion of this contest through local marketing channels.

For Marketers:

- a. Actively support the campaign through your website, social media and any other channels available to get the word out.
- b. Take advantage of the web graphics, social media messages and press release available in the guidebook and on <http://www.mwrbrandcentral.com>
- c. Work with your local CYS staff.

How to Enter!

- Participants can only submit (1) entry into the contest
- Entries should be submitted online at www.armymwr.com/momc by clicking the enter button on the webpage and following the submission instructions or through email to usarmy.jbsa.imcom-hq.mbx.g9-cys-services@mail.mil
- If entrants cannot submit online or via email, submissions will be accepted by mail (all mailed entries must be postmarked by April 30, 2017) to:

**Department of the Army
IMCOM G9 - Child and Youth Services
ATTN: CYS Parent and Outreach Services
2455 Reynolds Rd.
JBSA, Fort Sam Houston, TX 78234-7588**

- Online/Email submissions should be titled “Young Lives, BIG Stories” in the subject line.
- Entries must be submitted or postmarked by **11:59pm CST on April 30, 2017.**
- All submissions must have a completed entry form. Entry forms may be downloaded at www.armymwr.com/momc
- Submission may be submitted by parent or custodian of the child. The parent must be Active Duty Army, Army National Guard, Army Reserve, Military Spouse or U.S. Army Retiree.
- Entrants must have primary creative control of their submission, and all submission materials must be original. In the case of age category 3 yrs-3rd grade, parents may assist with the 2-3 sentence description of submission.

YOUNG LIVES, BIG STORIES CONTEST

Entry and Consent Form

Thank you for your interest in the 2017 YoungLives, BIG Stories Contest. Please complete the required form and submit to be entered into the competition. Contest guidelines can be found at www.armymwr.com/momc

Name: _

Garrison: _

Age
Category:

- Ages 3-4
- Ages 5-1st Grade
- *select (1)* Grades 2nd-3rd
- Grades 4th-5th
- Grades 6th-8th
- Grades 9th-12th

Entry
Type:

- Written Submission (**4th-12th Grade Only**)
- *select (1)* Drawing (**Ages 3- 3rd Grade Only**)

Physical Address for award

Brief overview of the submitted entry:

**“Young Lives, BIG Stories” CONTEST
Entry and Consent Form**

By entering this Contest, the entrant agrees:

To release, discharge, and hold harmless the Installation Management Command (IMCOM), Family and MWR Programs and its associated Members and Partners, from any claims, losses, and damages arising out of their participation in this contest.

To waive any right they may have to monetary compensation or the advertising or other uses made of the submitted entry.

To allow IMCOM, Family and MWR Programs, and its associated Members and Partners to use their name, likeness, and submitted entry, in whole or in part, for the purpose of reproducing, distributing, displaying publicly, and/or modifying the submitted entry by any means, on a royalty-free, worldwide basis in perpetuity. This information may be shared on the IMCOM, Family and MWR Web site, and on other Web sites furthering the mission of the contest, in any advertisements promoting IMCOM, Family and MWR Programs, and in any subsequent broadcast or transmission of the submitted entry, regardless of medium or format.

To indemnify IMCOM, Family and MWR Programs and its associated Members and Partners for any claims brought against IMCOM relating, in any way, to the “Young Lives, BIG Stories” Contest.

That the submitted entry, in its entirety, is a single work of original material made by the contest entrant that does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim or interest in the submitted entry.

That they have obtained the consent of all parties shown in the submitted entry.

That they have obtained parental/guardian consent for anyone under the age of 18 who appears in the submitted entry or is named on the contest entry form.

****See required “Young Lives Big Stories” CONTEST PARENT/LEGAL
GUARDIAN CONSENT FORM.**

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Each participant must complete this form.

**“Young Lives, BIG Stories” CONTEST
Entry and Consent Form**

Your official contest entry to the “Young Lives, BIG Stories” Contest will not be final until a completed Consent Form is received by IMCOM, Family and MWR Programs. All participants included in your submission who are under the age of 18 must obtain parental/legal guardian consent.

I agree to the release terms and hereby grant to the Installation Management Command (IMCOM), and its Members, Partners, designees or assignees, consent to use the submitted entry, in whole or in part, submitted by

(Child’s Name) _____ to the “Young Lives, BIG Stories” Contest, for the purpose of reproducing, distributing, displaying publicly, and/or modifying the entry by any means, whether in print or electronically, on a royalty-free, worldwide basis. I hereby waive any right that I may have to monetary compensation, or to inspect or approve the final submission or the advertising or other uses made of the product. I also release IMCOM, Family and MWR Programs and its designees or assignees from any and all liability that may or could arise from the taking and use of the submission. I have read and understand the assignment and release conditions described above. All of my questions concerning this form have been answered to my satisfaction. (Submit questions to usarmy.ibsa.imcom-hq.mbx.g9-cys-services@mail.mil.)

By signing this document you are giving the rights of the media entry to IMCOM, Family and MWR Programs in perpetuity. By signing this document you are giving IMCOM, Family and MWR permission to accept the entry from the Child who is listed on this form if they are under 18 years of age.

(Parent or Guardian Must Sign for a Minor)

Parent/Legal Guardian Name: _____

Branch: _____

Email: _____

Phone Number: _____

Parent Signature of Consent: _____

Sign, scan and email the form to usarmy.ibsa.imcom-hq.mbx.g9-cys-services@mail.mil along with the contest entry. Email submissions should be titled “Young Lives, BIG Stories” in the subject line.

(Sample Press Release)

FOR IMMEDIATE RELEASE

Young Lives, BIG Stories contest celebrates the life of Military Youth

(GARRISON LOCATION, DATE)-Installation Management Command (IMCOM) Child Youth and School Services celebrate the Month of the Military Child with the Young Lives, Big Stories Contest.

Each participant may submit (1) entry into the contest. One winner from each category will receive a prize and the top overall winner, will receive the grand prize. Competition categories are as follows:

Drawings Only

- Youth ages 3-4
- Ages 5-1st grade
- 2nd-3rd grade

Written Submissions Only

- 4th-5th grade
- 6th-8th grade
- 9th-12th grade

All Winners will be selected by a panel of judges from IMCOM Headquarters. Prizes include LeapFrog LeapPad Tablets, iPad Minis, Xbox One, and iPad Air. The grand prize will be an Apple Laptop.

To enter, participants can visit **(LOCAL YOUTH CENTER)** or www.armymwr.com/momc. The Young Lives, Big Stories contest runs April 1-30, 2017. All submissions must be submitted by 11:59pm CST on April 30, 2017.

Month of the Military Child activities and events reaffirm the Army's commitment to ensuring excellence in schools, childcare and youth services as well as providing a strong supportive environment where children can thrive.

For more information on the Young Lives, Big Stories contest, visit www.armymwr.com/momc.

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Official Sweepstakes Rules and Information “Young Lives, BIG Stories” Promotion

ELIGIBILITY: The “Young Lives, BIG Stories” promotion (the “Sweepstakes”) is open to children of Active Duty Army, Army National Guard, Army Reserve, Military Spouse or US Army Retiree. Parents 18 years or older with a military/Government ID card may submit an entry form on behalf of more than one child. All entries must have the consent of a parent or legal guardian. Employees, their family members and other individuals engaged in the development and implementation or direct execution of this promotion, including Army senior leadership and the marketing staff, may not participate in this promotion. By entering, you understand that you are providing your information to US Army IMCOM Family and MWR (the “Sponsor”). By submitting entries to Family and MWR, you are warranting that your child is the creator of the work. You also grant Family and MWR the right to publish any submission, including written submissions and drawings in perpetuity. You further acknowledge that your work will always be credited to the name included with your submission. Last names will not be publicized unless the parent consents in writing.

SWEEPSTAKES TIMING/DESCRIPTION: The Sweepstakes begins at 12:00:00 AM Central Time (CT) April 1, 2017 and submissions must be received/post marked by 11:59pm CST on April 30, 2017 (the "Promotion Period"). All entries must be received within the Entry Period to be eligible for prizes. Winners will be selected by our panel of judges from Headquarters Child and Youth Services Staff. There will be an overall winner for the contest and a first place winner for each age category.

All winners will also receive a Certificate of Achievement.

Winners will be announced on or about May 31, 2017.

HOW TO ENTER:

1. Entries can be submitted online at armymwr.com/momc by clicking the enter button on the webpage and following the submission instructions or through email to usarmy.jbsa.imcom-hq.mbx.g9-cys-services@mail.mil

If entrants cannot submit online or via email, submissions will be accepted by mail (all mailed entries must be postmarked by April 30, 2017) to:

Department of the Army
IMCOM G9 - Child and Youth Services
ATTN: CYS Parent and Outreach Services
2455 Reynolds Rd.
JBSA, Fort Sam Houston, TX 78234-7588

General Entry Guidelines:

- All submissions must be related to the question: “What does it mean to you to be a military child?”
- Only original work will be accepted. Please do not submit any work that is copied from the web, a movie or clip art.
- (1) Entry per participant may be submitted. Participants may choose from the following based on age:

Drawings

- Ages 3-4 years old
- 5 years old – 1st Grade
- 2nd – 3rd Grade

Written Submissions

- 4th-5th Grade
- 6th-8th Grade
- 9th-12th Grade

- (1) Winner from each category will be chosen. (1) Overall winner from all entries will be chosen for the Grand prize.
- All entrants must submit an entry form to enter the contest. Entry forms may be downloaded at <http://www.armymwr.com/momc>
- Any use of drugs, violence, profanity and tobacco and/or alcohol substance in drawing or written submissions will disqualify the entry from the contest.
- Submissions must be received/post marked by 11:59pm CST on April 30, 2017.
- Parents 18 years or older with a military/Government ID card may submit an entry form on behalf of more than one child. The parent must be Active Duty Army, US Army Retirees, and members of the Army National Guard or Army Reserve and Military Spouses.
- Entrants must have primary creative control of their submission, and all submission materials must be original. In the case of age categories 3yrs-3rd grade, parents may assist with the 2-3 sentence description of submission.

Guidelines for **Drawings (Ages 3-3rd Grade Only)**:

- Drawings must reflect the question, “What does it mean to you to be a military child?”
- Word (.doc), .pdf, .jpeg, .png files accepted (max of 5MB online/email submissions accepted).
- Title your submission Young Lives, BIG Stories Contest and provide a brief description of your drawing (2-3 sentences).

Guidelines for **Written Submissions (Grades 4th-12th Only)**

- Written submissions must answer the question: “What does it mean to you to be a military child?”
- Submissions must be at least 50 up to 500 words in length.
- Title your submission Young Lives, BIG Stories Contest.
- Word (.doc), .pdf, .jpeg, .png files accepted (max of 5MB online/email submissions accepted).

Entries that have been generated by a script, macro, bot or any other automated means will be deemed void. Entries that are mechanically reproduced, copied, illegible, incomplete, postage due, late or inaccurate are void. Incomplete entries or entries not complying with these Official Rules are subject to disqualification, at IMCOM, Family and MWR’s sole discretion. Entries become the property of IMCOM, Family and MWR and will not be acknowledged or returned. Sponsor’s decisions are final on all matters relating to this Sweepstakes. Entry must be in keeping with IMCOM, Family and MWR’s image, and may not be offensive, nor can it defame, or invade upon the publicity rights or privacy of any person or otherwise infringe upon any person or entity’s intellectual property, personal or proprietary rights, as determined by Sponsor in its sole discretion. Sponsor is not responsible for late, lost, incomplete, illegible, damaged, or misdirected entries. Sponsor reserves all rights, including the right to edit, publish, use, adapt, modify, or dispose of any entry. An Eligible Participant may be required to provide a release to IMCOM, Family and MWR for the submission, at IMCOM, Family and MWR’s sole discretion.

In the event the likeness of a minor is included in an Entry, Eligible Participant must receive a legal release from the parent/legal guardian of the minor depicted in the Entry.

ALL ELIGIBLE PARTICIPANTS ACKNOWLEDGE AND AGREE THAT ALL ENTRY MATERIALS SUBMITTED IN CONNECTION WITH THIS SWEEPSTAKES ARE SUBMITTED ON A NON-CONFIDENTIAL AND NON-PROPRIETARY BASIS AND MAY BE USED BY SPONSOR, ITS AGENTS AND SUBSIDIARIES, FOR ADVERTISING AND PROMOTIONAL PURPOSES INCLUDING (BUT NOT LIMITED TO) IN CONNECTION WITH THIS SWEEPSTAKES.

Eligible Participant represents and warrants that: 1) the entry complies with these Official Rules; 2) the entry will not infringe any third party’s copyright, patent, trademark, trade secret or other intellectual property or proprietary rights or rights of publicity or privacy; 3) the entry is not the subject of any actual or threatened litigation or claim; 4) the entry is not obscene, offensive, libelous, pornographic, threatening, abusive, contain illegal content, or otherwise objectionable; 5) the Entry does not encourage a criminal offense or otherwise give rise to liability or violate any law; 6) the Entry does not include any disparaging remarks relating to IMCOM, Family and MWR or any 3rd Party.

DETERMINATION OF WINNERS: Potential Prize winners will be chosen by our panel of judges from Headquarters Child and Youth Services Staff. There will be an overall winner for the contest and a first place winner for each age category.

All winners will also receive a Certificate of Achievement.

Winners will be announced on or about May 31, 2017.

Parent/Legal guardian will be required to sign an affidavit of eligibility/liability release and where legal, a publicity release, and Federal and State tax release, and Prize Winners may be required to verify their mailing address, and return any documents, properly executed, within 7 days of issuance of notification. Non-compliance within this time frame or with the Official Rules, or if prize or prize notification is returned as undeliverable, will result in the entrant being disqualified, and the prize will be awarded to a potential alternate winner. Allow 6-12 weeks for delivery of a prize. Odds of winning a prize depend upon the number of eligible entries received for Entry. All claimed prizes will be awarded.

PRIZES: One (1) Grand Prize: The grand prize winner will receive an Apple MacBook Air laptop (ARV \$1600). First place prize winners (1 from each age category) will receive one of the following:

1. Ages 3-4- LeapFrog LeapPad Platimun Tablet (ARV \$115)
2. Ages 5-1st Grade- LeapFrog LeapPad Platimun Tablet (ARV \$115)
3. Grades 2nd-3rd - iPad Mini 4 (ARV \$530)
4. Grades 4th-5th- iPad Mini 4 (ARV \$530)
5. Grades 6th-8th- X Box One (ARV \$500)
6. Grades 9th-12th- iPad Air 2 (ARV \$550)

All winners will also receive a Certificate of Achievement.

All taxes and any other costs not specifically stated within these Official Rules are the sole responsibility of a winner. A prize may not be transferred, substituted or redeemed for cash, except at IMCOM, Family and MWR's sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value if advertised prize is unavailable at the time the prize is awarded. Sponsor reserves the right to modify or cancel this promotion at any time. All prizes will be awarded, providing there are a sufficient number of eligible entries received. All claimed prizes will be awarded.

PRIVACY STATEMENT: AUTHORITY: Section 552a, Title 5, United States Code; Section 3013, Title 10, United States Code; Executive Order NO. 9397; Army Regulation 215-1. PRINCIPAL PURPOSES: The primary use of the information provided by promotion participants is to select and contact potential winners, and to determine whether potential winners are authorized participants. Additionally, the information will be used to issue any 1099 required for reporting of prizes to the IRS. All federal, state

and local taxes are the sole responsibility of the winners. **DISCLOSURE IS VOLUNTARY:** There is no obligation to provide any information; however, failure to provide the requested information may result in the promotion participant being deemed ineligible to win or to be awarded a prize.

In the event IMCOM Family and MWR is prevented from continuing with the promotion, or the integrity of the promotion is severely undermined by any event beyond the Army's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within the Army's control (each a "Force Majeure" event), the Army shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without further obligation. If the Army, in its sole discretion, elects to abbreviate the promotion as a result of a Force Majeure event, IMCOM, Family and MWR reserves the right, but not the obligation, to award the prizes from among all valid and eligible participants received up to the time of such Force Majeure event.

LIMITATION OF LIABILITY: Participants agree to hold harmless IMCOM Family and MWR as part of the Army and DoD, for any liability of any kind resulting, in whole or in part, directly or indirectly, from participation in the promotion or acceptance/misuse or nonuse of the prizes awarded. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. IMCOM Family and MWR, the Department of Defense and the Army are not responsible for any defective prizes. By accepting a prize, the winner grants the Promotional Entities the right to use winner's name for purposes of advertising in any and all media, now known or hereafter devised, without notice, review or approval, without compensation, unless prohibited by law. IMCOM, Family and MWR is not responsible for any typographical or other error in the printing of the offer, administration of the promotion or in the announcement of prizes.

IMCOM, Family and MWR will not be held responsible for entries which may be lost in transit, undelivered, delayed or illegible entries. IMCOM, Family and MWR reserves the right at their sole discretion to disqualify any individual who tampers with the entry process and/or void any entries submitted fraudulently; to modify or suspend the sweepstakes; or to terminate the sweepstakes and conduct a random drawing using all eligible non-suspect entries received as of the termination date. Sponsor reserves the right to modify prize award procedures. IMCOM, Family and MWR is not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, inability to access a website, inability to submit an

entry, or fraud, incomplete, garbled, or delayed computer transmissions or inaccurate transcription of entry information, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit an Eligible Participant's ability to participate in the Sweepstakes.

WINNERS LIST: Winners' names will be posted on the armymwr.com website on or about May 31, 2017. Prizes do not imply endorsement by the Army or any other party.

SPONSOR & ADMINISTRATOR: The Sponsor of this contest is US Army IMCOM, Family and MWR Marketing 2450 Connell Road, Fort Sam Houston, Texas 78234-7664.

IMCOM, FAMILY AND MWR PROGRAMS POINTS OF CONTACT:

- **IMCOM G9 – Child and Youth Services**
Parent and Outreach Services
2455 Reynolds Road, Bldg 2266
JBSA, Fort Sam Houston, Texas 78234-7588
PHONE: 210-466-1113
- **G9 Marketing Coordinator**
US Army IMCOM, Family and MWR Programs
Building 2264, 2450 Connell Road
Fort Sam Houston, Texas 78234
PHONE: 210-466-1824

PREFERRED ENTRY METHOD:

Enter Online at www.armymwr.com/momc

Email Submissions can be sent to:

usarmy.jbsa.imcom-hq.mbx.g9-cys-services@mail.mil

Alternative form of entry, mail submissions (must be postmarked by 30 April 2017):

Department of the Army

IMCOM G9 – Child and Youth Services

ATTN: CYS Parent and Outreach Services

2455 Reynolds Rd.

JBSA, Fort Sam Houston, TX 78234-7588