

Project UNIFY®

Lessons and Resources Through Special Olympics

Dear Educator,

With the anti-bullying movement gaining momentum, now is a perfect time for you and your students to join millions of others around the world and pledge to stop using the hurtful R-word "retard(ed)." The **Spread the Word to End the Word®** campaign is a powerful youth-led initiative of **Project UNIFY®** to start conversations about respect in your classroom and school. For more tools to promote understanding and acceptance, check out **Special Olympics Get Into It®** Lessons and Resources.

Get Into It® is developed for general education classrooms, and it's . . .

- Designed as a set of service-learning lessons and resources to advance students' civic knowledge and skill development, and to motivate them to become advocates for all people with disabilities.
- Aligned with character education and anti-bullying initiatives—and combined with other in-school Project UNIFY® programs, such as Spread the Word to End the Word® and Unified Sports®.
- **FREE!** Get Into It® is available at no cost to educators and students and includes online resources such as videos, classroom conversation starters, student games and a teacher discussion portal.

We encourage you to use the Project UNIFY® student guide to spark classroom discussion—and to download more resources at specialolympics.org/getintoit. This site will provide direct connection with your local Special Olympics program, and will help you develop service-learning projects in your community.

Sincerely,



Special Olympics

THE EDITORS OF INTIME

WHAT'S INSIDE THE PROJECT UNIFY® STUDENT GUIDE

- Explanation of the harmful effects of the R-word: "retard" and "retarded"
- First-hand accounts of teens who are making a difference
- Activation plan with ways your students can get involved

QUICK LINKS

project-unify.org

Project UNIFY website.

specialolympics.org/getintoit

Access all the free resources and information here.

r-word.org

Spread the Word to End the Word® site.

WHAT IS PROJECT UNIFY®?

Special Olympics Project UNIFY® is an education-based project, funded in part by the U.S. Department of Education, that uses the sports and education programs of Special Olympics to activate young people across the U.S. in order to promote school communities where all young people are agents of change—fostering respect, dignity and advocacy for people with intellectual disabilities. Special Olympics believes that through sports, young people can make a difference in friendships, schools and communities. Project UNIFY® began its fourth year of activities in the fall of 2011, and its programs include Unified Sports® teams, Get Into It® Lessons and Resources, R-word campaigns and pledge drives, youth-led rallies and leadership summits, opportunities to volunteer or be Fans in the Stands at Special Olympics events, and much more.

Project UNIFY® Needs Your Feedback!

TAKE THE
Project UNIFY® Survey
and enter the Project UNIFY®
Sweepstakes at [timeforkids.com/
projectunify](http://timeforkids.com/projectunify). You could
win amazing prizes!



You're the expert when it comes to reaching young people and inspiring them to make a difference. Help Special Olympics shape future programs with your answers to the survey at timeforkids.com/projectunify.

After you've completed the survey, take part in the Project UNIFY® Sweepstakes for your chance to win one of these wonderful prizes:

- **One GRAND-PRIZE WINNER** will receive American Express® Gift Cards worth \$500!
- **Five 2nd PLACE WINNERS** will each receive an American Express® Gift Card worth \$100.



ENTER TODAY!

All online sweepstakes entries must be received by **April 23, 2012**.

All mail in post-card entries must be postmarked **April 23, 2012** and received by **April 30, 2012**.

See back page for official rules.

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Sweepstakes Entry Period: The Project UNIFY® Sweepstakes ("Sweepstakes") begins at 12:01 AM Eastern Time ("ET") on 2/14/12 and ends at 11:59 PM (ET) on 4/23/12 ("Sweepstakes Entry Period").

Eligibility: Sweepstakes is open to certified teachers who are legal residents of the 50 United States and the District of Columbia, age 21 or older at time of entry. Employees of Time for Kids, a Division of Time Inc. (the "Sponsor"), Special Olympics, their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies and any other individual or company involved in the development or execution of the Sweepstakes, and members of their immediate families and/or those living in the same household of each are not eligible to enter or win. Sweepstakes governed by U.S. law and subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.

How to enter: There are two ways to enter: **Method #1:** To enter online, visit www.timeforkids.com/ProjectUNIFY follow all entry instructions to complete and submit the online survey form ("Online Entry") in its entirety. Online Entries must be received by 11:59 PM (ET) on 4/23/12. Online entrants subject to all notices posted online including but not limited to Sponsor's privacy policy. Limit: One Online Entry per person or email address. In the event of a dispute as to any online Entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. **Method #2:** To enter without completing the survey, print your name and address on a postcard and mail to: Project UNIFY® Sweepstakes, c/o: Time for Kids, 1 Penn Plaza Ste 6126, New York, NY 10119. Mail-in entries must be postmarked no later than 4/23/12 and received by 4/30/12. The Sponsor is not responsible for telephone or computer software or hardware equipment malfunction or for lost, late, damaged, illegible, garbled, invalid, mutilated, misdirected, garbled, inaccurate, undelivered, delayed, incomplete, stolen, damaged, altered, illegible or postage due entries. No mechanically reproduced, computer generated, altered or facsimile entries will be accepted. Entries sent via overnight mail will not be accepted. All Entries become the Sponsor's property and will not be returned or acknowledged.

CONSUMER DISCLOSURES: You have not yet won. No purchase necessary to enter. Ends: 4/23/12. **Prizes & their corresponding Approximate Retail Values ("ARV"):** **One (1) Grand Prize:** Winner will receive a \$500.00 AMEX Gift Card (ARV: \$500.00). **Five (5) Second Prizes:** Each winner will receive a \$100 AMEX Gift Card (ARV: \$100.00 each). Total ARV of all prizes: \$1,000.00. Gift Cards are not redeemable for cash and will not be replaced if lost or stolen. Gift Card usage subject to the complete terms and conditions listed on the redemption instructions provided to each winner. Limit: One prize per household. Odds of winning depend on number of eligible entries received during the Sweepstakes Entry Period estimated at 1: 169 for the Grand Prize; and 1 in 34 for a Second Prize. **Sponsor:** Time for Kids, a Division of Time Inc., 1271 Avenue of the Americas, New York, NY 10020.

Winner Selection/Notification: Potential winners ("winners") will be selected on or about 5/15/12 in a random drawing from all eligible entries received under supervision of an independent judging organization ("judges") whose decisions are final. Winners will be notified via mail and/or email. If prize notification is returned as undeliverable or if a selected winner cannot accept or receive a prize for any reason, or he/she is not in compliance with these Official Rules, such winner will be disqualified and the corresponding prize will be awarded to an alternate winner in a separate random drawing. Prizes will be awarded within 30 days after receipt and verification of each winner. Prizes are not redeemable for cash. Prizes are non-assignable or transferable. No substitution by any winner is permitted. Sponsor reserves the right to substitute any prize with one of equal or greater value in case of unavailability. Any other incidental expenses on prize not specified herein are each winner's sole responsibility. All taxes are winners' responsibility (if applicable). Except where prohibited by law, entry and acceptance of prize constitute permission for Sponsor and its agents to use each winner's name, prize won, hometown, likeness, photographs, and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

Release: Participating entrants agree to these Official Rules and the decisions of the judges and the Sponsor, and release the Sponsor, Special Olympics, their respective parent companies, affiliates, subsidiaries, advertising and promotional agencies and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors, agents and shareholders of each, from all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons (including death) and property which may be sustained in connection with either directly or indirectly, 1) participation in the Sweepstakes or 2) the awarding, receipt, ownership, use or misuse of any prize awarded herein. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prizes.

General: Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (ii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the independent judging organization, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. Sponsor reserves the right to: (i) permanently disqualify from any sweepstakes it promotes any person it believes have intentionally violated these Official Rules; and (ii) withdraw the Sweepstakes if it becomes technically corrupted, (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winners from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Arbitration: This Sweepstakes shall be governed by and interpreted under the laws of the State of New York, U.S.A. without regard to its conflicts of laws provisions. By participating, entrants agree that any and all disputes arising out of or relating in any way to this Sweepstakes shall be litigated only in courts sitting in New York, NY, U.S.A.

Winners' List: For a list of winners (available after 6/19/12), send a self-addressed stamped envelope by 4/23/12 to: Project UNIFY® Sweepstakes Winners, c/o: Ventura Associates, Inc., Attn: DT-TIME8569, 1040 Avenue of the Americas, New York, NY 10018.

Confidentiality: By entering you may be contacted by the Sponsor with future promotional offers. Information provided by you to participate in this Sweepstakes is subject to Sponsor's privacy policy located at <http://www.timeinc.net/subs/privacy/tk/policy.html>.

SWEEPSTAKES FACTS

PRIZE	RETAIL VALUE	NUMBER OF PRIZES	ODDS
GRAND PRIZE	\$500.00	1	1 in 169
SECOND PRIZE	\$100.00	5	1 in 34

You Have Not Yet Won. All entries have the same chance of winning. No one will know who the winner is until after the Sweepstakes ends.

Entry Is Free. No purchase necessary to enter. See instructions on form on how to enter free.

Enter As Often As You Like. Additional entries may be submitted by mailing a postcard with your name and address to: Project UNIFY® Sweepstakes, c/o: Time for Kids, 1 Penn Plaza Ste 6126, New York, NY 10119. Each postcard must be mailed separately. It is not necessary to await receipt of an entry form.

Buying Won't Help You Win. Chances of winning without a purchase are the same as the chances of someone who buys something.

Entry Deadline/Sweepstakes Closing Date. To be eligible to win each prize offered in this Sweepstakes, your entry must be received by the applicable Entry Deadline stated in this communication. If there is no Entry Deadline stated, your entry must be received by the Final Sweepstakes Closing Date of 4/30/12.