

The Jiffy Lube “What Drives You?” Scholarship Program
Rules & Guidelines – Utah Program

What is it?

The Jiffy Lube “What Drives You?” Scholarship Program, has been created to give a unique and early opportunity for high school students to gain funding for college or other qualified technical and/or professional programs through a scholarship award sponsored by neighborhood Jiffy Lube owners. Jiffy Lube wants to learn more about what drives these students now and where they see themselves down the road. The “What Drives You?” Scholarship opportunity will continue to offer specific scholarships to students in driver education, and will now offer additional scholarship awards to every teen driver enrolled in high school to pursue. The scholarship awards will not be based on a student’s GPA or other standard qualifying criteria, rather each individual will be allowed to express his/her “inner drive” and personal ambition — his/her chance to be behind the wheel.

What are the scholarship awards?

Eight (8) total “What Drives You?” scholarships
\$13,000 in total scholarship awards
(2 categories “your turn behind the wheel & Teen Driver”- 4 regional winners within each category)
4 Regions are broken out by counties as follows:

Region 1 –Weber, Box Elder, Cache, Rich, Morgan, Rich

Region 2 –Utah, Iron, Washington, Beaver, Garfield, San Juan, Kane, Wayne, Emery, Grand, Sevier, Sanpete, Millard, Juab, Carbon, Piute

Region 3 – West/South/SL County, Davis, Tooele

Region 4 – East/SL County, Summit, Wasatch, Dagget, Uintah, Duchesne

Who is Eligible?

Category 1: “your turn behind the wheel” eligibility:

Students between the ages of 15-17 currently attending high school and are currently enrolled in a driver’s education program either in the private sector or in Utah’s public high schools for the 2009-2010 school year. Seniors will be considered for the “Teen Driver” category. All winners will be verified by Jiffy Lube by contacting the driver education instructor and/or school administration.

One (1) overall winner of a \$3,500 scholarship award

Three (3) winners of a \$1,000 scholarship award

Before final winners are selected, all finalists considered must return a signed model release form. Finalists will be notified by Jiffy Lube. Finalists will receive an image/talent release form for a minor (if under the age of 18) to be signed by a parent or legal guardian or a model release form to be signed by the student if student is 18 years old prior to any promotional use of their names, photos or entries.

Each winner will be required to verify the written essay as his/her own original work and read his/her essay in a video/photo session for the following year's program promotional materials. Jiffy Lube will publicize winners of the "What Drives You?" Scholarship Program. Scholarship winners may be featured on Jiffy Lube TV/Radio commercials, state and local news coverage, radio remotes, photo and/or scholarship entry appearing on posters in Utah high schools, Utah Jiffy Lube web site, neighborhood Jiffy Lube stores and other locations in Utah.

Applicants not meeting all eligibility criteria will not be considered.

Jiffy Lube employees and immediate family members are not eligible. If there are not enough entries in a given category for a region or entries submitted in a given category for a region score below a certain threshold as defined by Jiffy Lube, Jiffy Lube has the right to award the scholarship to another category and/or region. The overall winner in each category will represent that region.

Category 2 "Teen Driver" eligibility:

Students, already licensed, between the ages of 16-18 currently attending high school in Utah's public high schools for the 2009-2010 school year. All winners will be verified by Jiffy Lube by contacting the winners' school administration.

- One (1) overall winner of a \$3,500 scholarship award
- Three (3) winners of a \$1,000 scholarship award

Before final winners are selected, all finalists considered must return a signed model release form. Finalists will be notified by Jiffy Lube. Finalists will receive an image/talent release form for a minor (if under the age of 18) to be signed by a parent or legal guardian or a model release form to be signed by the student if student is 18 years old prior to any promotional use of their names, photos or entries.

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What does the award cover?

The Jiffy Lube “What Drives You?” scholarship will be applied to the cost of tuition and/or books. Payments will be made directly to the educational institution.

How do I apply?

Students who meet the eligibility requirements listed above simply need to complete the application and in 500 words write about “what drives them” now. Go on-line at www.yourturn2apply.com or jiffylubeutah.com for the application. Students may re-apply every year, but can only win one time.

Final 2009-2010 Teen Driver category deadline is postmark date of April 2, 2010.

Final 2009-2010 “your turn behind the wheel” category deadline is postmark date of April 16, 2010.

Students enrolled in driver’s education into late April through June or attending summer classes will have until August 24, 2010 to submit for the 2010-2011 school year awards. Jiffy Lube is not responsible for lost or stolen entries. Jiffy Lube will retain all student entries.

How are winners selected?

A scholarship review committee will review the essays and select the winners. Final winners will be selected by the end of school year and announced both at the end of 2009-2010 school year and in the Fall of 2010. Jiffy Lube will notify winners by phone, email or mail.

All decisions of the selection committee are final.

The following factors will be considered for selection:

- Unique idea(s), invention(s), problem solving solutions
- Personal interests, goals, drive, ambition
- Originality, creativity, imagination and enthusiasm
- Comprehensiveness, persuasiveness
- Passion for higher learning
- Pursuit of entrepreneurial endeavors

What are my responsibilities if I win?

- Enter a 2 or 4-year college, university, technical school, or other qualified technical and/or professional program. Enrollment must be within 3 years of high school graduation.

- Submit an official confirmation/record of enrollment from the institution to: Jiffy Lube/The Ostler Group, c/o “What Drives You?”, P.O. Box 26477, Salt Lake City, Utah 84126-0477 . Please email prior to sending at lauraw@ostlergroup.com as you may be able to fax or email the information for a quicker response. Please allow 2-3 weeks to process payment.

- Contact Jiffy Lube at the above email address with any address or phone number change.