

The Jiffy Lube “What Drives You?” Scholarship Program
Rules & Guidelines – Rules & Guidelines – Durango, Cortez, CO and Payson, Show
Low, Snowflake, Flagstaff, and Prescott Valley, AZ 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 your neighborhood Jiffy Lube owner. 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 offer specific scholarships to students in driver education, and will also offer scholarship awards to every licensed teen driver enrolled in area high schools 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?

One (1) total “What Drives You?” scholarship
\$1,000 in total scholarship awards
(2 categories “your turn behind the wheel” & “Teen Driver”)

- (1) One overall winner of a \$1000 scholarship award.

Who is Eligible?

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

Students between the ages of 15-17 currently attending high school for the 2011-2012 school year and are currently or have been enrolled in a driver’s education program in the Durango, Cortez, CO and Payson, Show Low, Snowflake, Flagstaff, and Prescott Valley, AZ areas. Seniors enrolled in driver’s ed will be considered in the “Teen Driver” category. All winners will be verified by Jiffy Lube by contacting the driver education instructor and/or school administration.

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 Colorado and Arizona high schools, Colorado and Arizona Jiffy Lube web site, neighborhood Jiffy Lube stores and other locations in the Colorado/Arizona areas.

Applicants not meeting all eligibility criteria will not be considered.

Jiffy Lube employees and immediate family member are not eligible. If there are not enough entries in a given category or entries submitted in a given category score below a certain threshold as defined by Jiffy Lube, Jiffy Lube has the right to award the scholarship to another category.

Only one winner will be awarded for a specific high school.

Category 2 “Teen Driver” eligibility:

Students, already licensed, between the ages of 16-18 currently attending high school for the 2011-2012 school year in the Durango, Cortez, CO and Payson, Show Low, Snowflake, Flagstaff, and Prescott Valley, AZ areas. All winners will be verified by Jiffy Lube by contacting the winners’ school administration

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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. The application is online at www.yourturn2apply.com.

Students may re-apply every year of eligibility, but can only win one time.

Final 2011-2012 Teen Driver category deadline is postmark date of March 26, 2012.

Final 2011-2012 “your turn behind the wheel” category deadline is postmark date of March 26, 2012.

Students enrolled in driver’s education into late April through June or attending summer classes will have until August 24, 2012 to submit for the 2012-2013 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 winner. Final winner will be selected by the end of school year and announced both at the end of 2011-2012 school year and in the Fall of 2012. Jiffy Lube will notify winner 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?”, 7430 South Creek Rd. #204, Sandy, UT 84093. Please email prior to sending at lauraw@ostlergroup.com as you may be able to email or fax the information for a quicker response. Please allow 3 weeks to process payment.

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