



ART GUIDELINES

In honor of past African American leaders, **Kroger's 8th annual "I Can Make History"** contest encourages cultural and community pride. Open to all 4th through 12th grade students currently enrolled in school in the state of Michigan, students can enter the contest with an original work in **ART, ESSAY, MUSIC** or **POETRY**.

Eligibility

- Student must be a Michigan elementary or secondary school (grades 4-12) student, during the 2014-15 school year, and must be a legal resident of Michigan at the time of his/her application.
- If the student is an employee of The Kroger Co. of Michigan, a member of a Kroger associate's immediate family (child, grandchild, sibling, parent or spouse), or living in the same household as a Kroger associate (whether related or not), he/she must enter the Kroger Associate and Family Contest. Materials for the Kroger Associate and Family Contest are available at any Kroger location or online at www.icanmakehistory.com.

Entry Dates: All entries must be received by 5 p.m. Friday, February 27, 2015. No entries will be accepted after 5 p.m. Friday, February 27, 2015. Entries must be mailed or delivered to: I Can Make History, c/o CBS Radio, 26455 American Drive, Southfield, MI 48034. CBS radio offices are open Monday through Friday, 8:30 a.m.-5:30 p.m.

Art Guidelines:

- Student entry must highlight one of two themes: "Tell us about any African American past or present and why you want to be like that person." or "How are you making history in your community/neighborhood?"
- Student artwork must be original, created only by the student. Artwork may not be drawn from any existing artwork (photograph, advertisement, etc.) not created by the student.
- Artwork cannot exceed 24" x 36" in size and must be mounted on foam poster board (or any rigid surface) and be created using any two-dimensional medium including: drawing (pencil, crayon, markers, graphite, etc.), painting (pastel, watercolor; spray paint, oils, etc.), paper collages and or original photographs.
- Student artwork entry must include a 75-word essay explaining or describing the work and the highlighted theme. Essay should be typed on an 8.5" x 11" sheet of paper and must include the student's name, school and grade level.
- Each student is allowed only one submission in the art category. Student may submit entries in the other categories, but can only win in one category.
- Student must submit an original copy of their entry. Faxes, scans email or online submissions will not be eligible for judging.
- All artwork submitted will become the property of The Kroger Co. of Michigan.

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ENTER YOUR ART, ESSAY, MUSIC OR POETRY and you could win a scholarship, tablet or eReader. Visit icanmakehistory.com for more information.

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Application and Authorization Forms: Student must provide all required information requested on the application and authorization/release forms (all information on forms must be legible). The student and a parent or guardian is required to read and understand these rules in order to complete the application and authorization/release forms in their entirety. The application and authorization/release forms include a release and authorization that must be signed by a parent or guardian.

Labeling Requirements: Each entry must have the following information attached: Student name, school and student grade level. A copy of the completed application form and a copy of the completed authorization/release form must also be attached to the entry. Entries that do not include the required information listed in the guidelines, the completed application form and the completed authorization/release form will not be eligible for judging.

Contest Judging: A panel of independent judges will judge all entries. Winners will be selected based on understanding of theme, originality, adherence to format and guidelines, creativity, and organization and grammatical accuracy. The decision of the judges is final.

Awards: Winners will receive their prize at Kroger's "I Can Make History" awards dinner on Saturday, April 18, 2015. Students will be notified no later than March 27, 2015 if their entry was selected as a winner in their respective category. Students are eligible to win one prize annually, regardless of the number of entries submitted. Winners are responsible for applicable taxes and must be a Michigan resident, able to provide a Social Security number. Prizes will be awarded as follows: One (1) \$2,000 scholarship awarded to all first place winners in grades 11 and 12 and one (1) \$500 scholarship awarded to all second place winners in grades 11 and 12; One (1) tablet awarded to all first place winners in grades 4-10 and one (1) eReader awarded to all second place winners in grades 4-10; One (1) \$3,000 Best in Show Scholarship awarded to the entry, among all four categories, receiving the highest score from the judges.

For more information or to download forms, visit www.icanmakehistory.com. Contact Kroger at (248)536-1526 for any further questions.

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Checklist for Art Entry Submission:

- Art Entry
- 75-Word Essay
- Application Form
- Authorization/Release Form



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AUTHORIZATION & RELEASE

I hereby expressly grant to THE KROGER CO. OF MICHIGAN and to its employees, agents, and assigns, the right to use my artwork/essay/poem/music and to photograph me and use my picture, silhouette and other reproductions of my physical likeness which you have taken of me, negative or positive, for any purpose whatsoever, without compensation to me. All negatives and positives, together with the prints, shall constitute Kroger property, solely and completely.

In exchange for receipt of consideration the adequacy of which is hereby acknowledged, I consent to the use of my child's name and school name in connection with photographs taken as part of the Kroger "I Can Make History Contest" and I waive any right to inspect or approve the finished printed matter that may be used in connection therewith.

This authorization and release is for the benefit of Kroger, its advertising agency and the photographer. I represent and warrant that I have reached the age of majority; I have every right to contract for the minor, and I have read this release and understand its contents. This release is binding upon me and my heirs, legal representatives and assigns.

_____ I am 18 years of age. Yes No
Date

_____ Signature of Student
Name of Student

_____ City _____ State _____ Zip
Mailing Address

_____ Parent/Guardian (signature)
Parent/Guardian (print name)

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If the person signing is under the age of 18, consent will be given by parent or guardian, as follows:

I hereby certify that I am the parent or guardian of _____, the student named above. I do give my consent without reservations to the foregoing on behalf of him or her.

I hereby certify and represent that I have read the foregoing and fully understand the meaning and effect thereof and, intending to be legally bound, I have hereunto set my hand this _____ day of _____, 2015.

_____ Signature of Parent or Guardian
Date

