



Panera Bread, Breads of the World, LLC

The Rising Above Award Official Rules

OPEN ONLY TO STUDENTS, GRADES KINDERGARTEN THROUGH 12TH GRADE,
WHO ARE LEGAL RESIDENTS OF THE STATES OF OHIO OR KENTUCKY.

1. **NO PURCHASE NECESSARY.** No purchase or payment of any kind is necessary to enter or win this Contest.
2. **ELIGIBILITY:** Nomination for The Rising Above Award ("Contest") is open only to students, grades k-12, who are legal residents of the state of Ohio or Kentucky. Officers, directors, employees and agents of Panera Bread, Breads of the World, LLC ("Sponsor"), its affiliated companies and agencies, licensed retailers and wholesalers, and the immediate families of each are not eligible. Void where prohibited by law.
3. **HOW TO ENTER:** There are three (3) ways to enter the Contest. In Store: To enter in store, bring in your minimum 100-word and maximum 200-word statement on why your teacher is special and deserves to win The Rising Above Award to one of Panera Bread's 49 Columbus, Cincinnati, Dayton, and Northern Kentucky bakery-cafes between March 1, 2010 and March 31, 2010. Fill out an official entry form, attach it to your entry, and return it to a Panera Bread employee. By Mail: To enter by mail, hand print (or type) your name, address (no P.O. Boxes), day and evening phone numbers with area code, e-mail address (if any), grade, age, name of teacher, and name and address of school on a 3" x 5" piece of paper and attach it to your minimum 100-word and maximum 200-word statement on why your teacher is special and deserves to win the The Rising Above Award. Mail it in a hand-addressed envelope to Panera Bread, Breads of The World, The Rising Above Award, 877 Bethel Road, Columbus, OH 43214. Mail-in entries must be received by March 31, 2010. One entry per hand-addressed outer envelope. By Email: To enter by email, send your name, address (no P.O. Boxes), day and evening phone numbers with area code, grade, age, name of teacher, and name and address of school and minimum 100-word and maximum 200-word statement on why your teacher is special and deserves to win The Rising Above Award to risingaboveoh@breadsoftheworld.com Email entries must be received by March 31, 2010. Sponsor is not responsible for lost, late, illegible or misdirected entries, or entries that cannot be processed due to phone, network, electronic or computer software or hardware failure, or other technical failures of any kind. Proof of mailing does not constitute proof of receipt. All entries become the property of Sponsor and will not be returned. By submitting a statement, you accept all contest rules and agree to be bound by the decisions of the judges, which will be final in all matters.
4. **PRIZE:** Three (3) winners will be chosen, one from grades k-4, one from grades 5-8 and one from grades 9-12. Each student winner will receive; A \$500 grant for your school, \$100 gift card to Borders, Breakfast from Panera Bread for class, And... your teacher will get a \$50 gift card from Panera Bread! No substitution for the prize by the winner. Sponsor may substitute a prize of equal or greater value in its sole discretion. Prizes are not transferable prior to award. Taxes associated with the acceptance prize are the sole responsibility of the winner.
5. **JUDGING:** Three (3) of the nominated teachers shall be selected as Contest Winners by a team of Panera Bread, Breads of the World representatives ("Judges") from among all eligible entries received in Columbus, Cincinnati, Dayton, and northern Kentucky Panera Bread bakery-cafes, mail-in and email entries. To maintain eligibility, the three (3) Winners must participate in a 10-minute phone interview with a Panera Bread, Breads of the World representative. Any Winner that refuses to participate in the phone interview, or is otherwise unable to participate as such, shall be disqualified and his/her prize shall be forfeited. The Judges may select a replacement Winner in their sole discretion. The three (3) Winners will be selected by the Judges based on the following criteria: the minimum 100-word and maximum 200-word statement and answers to the phone interview questions focusing on having a fresh, innovative, and creative teaching style, having a warm and welcoming demeanor, being an honest and genuine person, and demonstrating leadership in the community. The Sponsor's selection of the Winners, interpretation of these Official Rules, and decisions on all matters relating to this Contest are final.
6. **WINNER NOTIFICATION:** Three (3) Winners will be notified by telephone the week of April 19, 2010, to participate in the phone interviews.
7. **ODDS OF WINNING:** Odds of winning depend upon the number of eligible entries received.
8. **GENERAL:** Sponsor reserves the right to cancel this Contest without notice for any reason at its sole discretion. Acceptance of an offered prize by a Winner constitutes permission to use any of such person's name, likeness, and biographical information for advertising and publicity, without compensation, unless prohibited by law.
9. **DISCLAIMERS:** Under no circumstances, including negligence, shall the Sponsor or any of the Judges be liable for any direct, indirect, incidental, special or consequential damages that result from the act of submitting an entry, or inability to do so, including due to any and all technical malfunctions for any reason whatsoever, or otherwise participating in any aspect of this Contest or out of any breach of any warranty. The Winner shall bear all risk of loss or damage to his/her prize after it has been delivered. The Sponsor makes no representation or warranties of any kind concerning the appearance, safety or performance of any prize. This exclusion or limitation of liability will not apply to the extent that any applicable statute prohibits such exclusion or limitation of liability.
10. **WINNERS' LIST:** For a list of the prize Winners, send a self-addressed stamped envelope to be received by March 31, 2010, to: Panera Bread, Breads of The World, The Rising Above Award, 877 Bethel Road, Columbus, OH 43214.
11. **SPONSOR:** Breads of the World, LLC doing business as Panera Bread, 877 Bethel Road, Columbus, OH 43214.

