

MyLife *Essay Contest*

The Meaningful Life®
MYLIFE: CHASSIDUS APPLIED ESSAY CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

VOID WHERE PROHIBITED BY LAW OR REGULATIONS.

CONTEST SPONSOR

The sponsor of the MyLife: Chassidus Applied Essay Contest (the “Contest”) is The Meaningful Life Center (“MLC”).

ABOUT THE CONTEST

The MyLife: Chassidus Applied Essay contest is an outgrowth of the highly popular *MyLife: Chassidus Applied* live weekly broadcast—the one hour Sunday night program which answers people’s personal and psychological questions based on Chassidus.

Following the huge success of the past three years’ *MyLife* contest, The Meaningful Life Center is proud to launch the Fourth Annual *MyLife: Chassidus Applied Essay* Contest. Adults and teenagers (14 years of age and older) of all backgrounds are invited to submit an original essay applying a concept or idea in Chassidus to solve a contemporary life issue or challenge. Essay requirements are detailed below. Please read them carefully as essays will be judged as set forth in these Official Rules.

Essays must be submitted by **11:59 A.M. Eastern Time on February 16, 2018** (see entry details below). A panel of judges will select the winning essays. Winners will be acknowledged and prizes will be awarded as follows:

The First Place Winner will receive a cash prize in the amount of \$10,000.

The Second Place Winner will receive a cash prize in the amount of \$3,600.

The Third Place Winner will receive a cash prize in the amount of \$1,000.

Any student ages 14-21 who submits an essay will be entered into an additional contest exclusively for students. The winning student essay will receive a cash prize in the amount of \$500.

The exclusive student track does not take away from the ability to win the grand prize or any prize in the main competition. Any Entrant age 14-21 is deemed a student for purposes of this Contest, regardless of their enrollment status in a school.

Winning essays may be published and widely publicized.

ESSAY REQUIREMENTS, GUIDELINES AND JUDGING CRITERIA

ESSAY REQUIREMENTS

1. The essay must apply a concept or idea in Chassidus to solve a contemporary life issue or challenge, and present an approach and methodology for addressing that issue based on Chassidic thought.
2. The objective and focus of the essay is to demonstrate how Chassidus provides, even for a secular person, powerful tools for personal transformation. It should reflect how Chassidus addresses the most fundamental human needs, from the emotional to the psychological and the spiritual, including: finding happiness, inner peace, passion and alleviating anxiety, fear and other impediments.
3. The essay must be written in English, Hebrew or Yiddish.
4. The suggested length of the essay is 1,200-2,000 words.
5. The essay must be completely the original work of the entrant. It must:
 - Not be copied from any other source or have been previously published or otherwise distributed or disseminated in any media or format;
 - Not infringe upon or violate the copyright, moral rights, trademark, rights of privacy, publicity rights or any other rights, of any kind or nature, of any other person or entity; and
 - Not be in violation of any law or agreement of confidentiality or otherwise.
6. MLC strongly discourages contest submissions that are a whole or partial repeat of an essay submitted in the 2015, 2016 or 2017 *MyLife Essay* contest. Judges may deduct points from, or disqualify, an essay submission that in the Judges' sole opinion is a repeat of 50% or more of a previously submitted essay.

ESSAY GUIDELINES

1. The essay should focus on how a concept in Chassidus can be practically applied to an issue or challenge of contemporary relevance. The essay should include the following elements:
 - An introductory paragraph, summarizing the issue this essay will address, what methodology it will offer or what problem it will solve, and which Chassidic concept/s it will be based on.
 - A clear and defined human contemporary issue that this Chassidic idea will address.
 - A specific source or sources in Chabad Chassidus. This includes any Writings Maamorim or Sichos from the seven Chabad Rebbes.

- A coherent summary and explanation of the ideas in the Chassidic source/s in terms that even the uninitiated can understand.
- A concrete application of the Chassidic idea to the relevant issue and challenge, using language and examples that anyone can relate to.
- How this idea can change people's mindsets, feelings and actions, reconditioning their cognitive, emotional and behavioral skills.
- Sustainable methodologies derived, or practical exercises and steps to implement (may be in list or bullet form).
- The takeaway message.

2. The author may choose to follow a strategy and format similar to those employed in Rabbi Simon Jacobson's *MyLife* classes.

JUDGING CRITERIA

The judges will score each Entrant's essay against the following criteria:

1. Relevance: the essay should be understandable and meaningful to an intelligent novice; applicable to any secular and uninitiated person. Relevance will be the most important criterion used in judging the essays.
2. Presentation of Chassidic terms and concepts in the writer's own words, reflecting the writer's internalization of the ideas.
3. Originality and creativity.
4. Readability.
5. Practical application to contemporary issues.
6. Methodology.
7. Grounded and true to the source(s).
8. The reader of this paper should come away wanting more, and feeling, "This has changed my way of thinking. I find here amazing tools for personal growth. I want to pursue learning more Chassidus."

Judges may award extra credit to essays that include:

1. Comparative study to other approaches to the given issue, demonstrating the virtues of the Applied Chassidus approach.
2. Cross-referencing to other places in Chassidus.

ENTRY PERIOD AND ENTRY DEADLINE

The Contest starts at 12:00 AM Eastern Time on January 11, 2018.

ALL ENTRIES MUST BE RECEIVED BY 11:59 A.M. EASTERN TIME ON FEBRUARY 16, 2018

(the “Entry Deadline”).

WHO CAN ENTER AND HOW MANY TIMES

This Contest is open to individuals who are 14 years of age or older, anywhere in the world where this Contest is not prohibited or restricted by law or regulations. Individuals and residents of countries listed on US Treasury’s OFAC Sanctions Lists (<http://www.treasury.gov/resource-center/sanctions/Pages/default.aspx>) are not eligible to participate in the Contest per the applicable OFAC restrictions.

Employees of MLC and the Contest judges and their immediate family members are not eligible. Immediate family member includes spouses, grandparents, parents, siblings, children, and grandchildren.

A maximum of one essay per Entrant is allowed.

A maximum of one Entrant per essay is allowed. Although an essay must be the work of a single Entrant; this does not preclude discussions and consultations with others.

HOW TO ENTER AND ENTRANT IDENTITY

Eligible participants may enter online or by mail as follows:

- To enter online: Complete the online Contest Entry Form and upload your essay in Microsoft Word or Adobe PDF format at www.meaningfullife.com/contest.
- To enter by mail: Mail your completed Contest Entry Form and essay, typewritten, in at least 12-point type size and on standard sized paper (8.5 x 11 paper or international equivalent for entries outside the US), and completed Contest Entry Form to The Meaningful Life Center, 788 Eastern Parkway, Suite 303, Brooklyn, NY 11213 ATTN: MyLife Contest. (Contest Entry Forms are available at the aforementioned address and are also available for download at www.meaningfullife.com/contest.)

All entries will become the property of MLC and will not be acknowledged or returned.

No essay will be considered that fails to include a completed Contest Entry Form, or does not upload successfully, or fails for any reason to arrive by the entry deadline, or is unreadable, or is burdensome to read due to format, damage or otherwise. MLC’s computer will be the official timekeeping device for the Contest.

The author of an entered essay as identified by name and contact information on the Contest Entry Form is deemed the Entrant for that essay. Minors must have parental or legal guardian consent as indicated on the Contest Entry Form but may use the contact information of their parent or legal guardian as their contact information.

THESE OFFICIAL RULES FORM A BINDING AGREEMENT

Please note, by submitting an entry in this Contest, you are agreeing that these Official Rules (the "Rules") form a binding legal agreement between you and The Meaningful life Center ("MLC"), also known as Vaad Hanochos Hatmimim Inc., located at 788 Eastern Parkway, Suite 303, Brooklyn, NY 11213, with respect to the Contest, which agreement includes your agreement to MLC's privacy policy, your grant of certain rights to MLC and your giving certain representations, warranties, indemnifications, waivers and releases to MLC. Minors must obtain the consent of their parent or legal guardian before entering the Contest.

MLC reserves the right to disqualify any essay that MLC believes in its sole discretion infringes upon or violates the rights of any third party, or does not comply with these Rules, or violates the law.

Any false information provided within the context of the Contest by any Entrant concerning identity, age, contact information, originality of essay or non-compliance with these Rules, may result in the immediate elimination of the Entrant from the Contest.

Grant of Rights and Publicity Release

By submitting an essay, Entrant grants to MLC:

- 1.** The right to edit the essay for grammar, spelling and legal compliance;
- 2.** A non-exclusive, royalty free, perpetual license to publish the essay, in part or as a whole, on MLC's website or by any other means, throughout the world;
- 3.** The exclusive right for one year from the Entry Deadline to publish the essay, in part or as a whole, on MLC's website or by any other means, throughout the world; and
- 4.** The right to use Entrant's name, voice and likeness for publicity and promotion of the Contest and future Contests by MLC, in all manner and media now known or hereafter devised, in perpetuity and throughout the world, except where prohibited by law.

Entrant acknowledges that no compensation will be owed by MLC to Entrant in connection with this grant of rights or any submission of any essay or ideas in this Contest. Entrant acknowledges that MLC is not obligated to publish Entrant's essay regardless of whether Entrant is selected as a winner. Entrant further acknowledges that the amount, level and breadth of publicity by MLC about the Contest's winners is at the sole discretion of MLC.

Use of Personal Information

Entrants hereby consent to the use of their personal information MLC and its agents for any lawful means concerning the Contest and Entrants hereby accept and agree to MLC's Privacy Policy at http://shop.meaningfullife.com/terms_privacy.asp.

Winner Selection and Notification

Based on the Judging Criteria set forth above, a panel of Judges, chosen by MLC, will select three proposed winners: one First Place, one Second Place and one Third Place. In the event of a tie in total score, judges will choose based on the scores for the highest weighted criterion in which there is not a tie score.

Odds of winning depend on the number of entries received.

Proposed winners will be notified on or about March 27, 2018, by email, telephone or regular mail. Each proposed winner is required to provide:

- 1.** A completed affidavit of eligibility with a liability and publicity release (“Affidavit”), which, in the case of a minor, must also be signed by the minor’s parent or legal guardian,
- 2.** Proof of identity in the form of government issued photo identification, which in the case of a minor may be an alternate form of identification together with a government issued identification for the minor’s parent or legal guardian; and
- 3.** A social security or tax identification number if the proposed winner has been selected for a prize valued in excess of \$600.

MLC reserves the right to select alternate proposed winners in the event that a proposed winner:

- 1.** Fails respond to notification of proposed win by MLC within ten days of MLC’s first notification to such proposed winner, i.e., within ten days of the date of mailing or email by MLC to proposed winner’s address as set forth on proposed winner’s Contest Entry Form; or
- 2.** Fails to provide the foregoing Affidavit, valid proof of identity and if required, a social security or tax identification number, within ten days of MLC mailing or otherwise providing such proposed winner with the Affidavit, or
- 3.** Is otherwise deemed by MLC ineligible or disqualified under these Rules or as a matter of law.

MLC reserves the right to select no or fewer winners (and reduce the number of prizes awarded accordingly) if none or an insufficient number of the essays received meet the stated Essay Requirements, in MLC’s sole discretion.

All decisions of the judges and MLC are final and binding. MLC reserves the right to add, subtract or substitute judges in the event a judge becomes unable to participate, or to better address the quantity of submitted essays, or to otherwise better administer the Contest as determined solely by MLC.

Winners will be announced once winners have been confirmed in accordance with the forgoing. A list of winners will be available for no less than 60 days following MLC’s announcement of the winners at www.meaningfullife.com/contest and by mail if requested by sending a self addressed envelope, postage prepaid, to The Meaningful Life Center, 788 Eastern Parkway, Suite 303, Brooklyn, NY 11213 ATTN: *MyLife* Contest.

Prizes, Prize Distribution and Taxes

MLC will award the prizes identified above in accordance with these Rules. In the case of non-cash prizes, MLC reserves the right to issue a prize of equal or greater value. All prizes are awarded “as is” and MLC disclaims any warranties concerning the prizes.

Prizes will be distributed by regular mail within thirty days of all winners being confirmed. Cash Prizes will be issued by check. MLC is not responsible for any lost or stolen prizes.

If a winner is under age 21, the Contest prize may be awarded to the winner’s custodial parent(s) or legal guardian(s) pursuant to applicable law.

All federal state and local taxes and/or fees on the prizes are solely the responsibility of the Winner. MLC will issue an IRS Form 1099 in connection with any prize valued in excess of \$600.

Entrant Representations, Warranties and Indemnification

By entering the Contest, Entrant represents and warrants to MLC that Entrant’s essay is (i) completely the original work of the entrant and was written solely by the entrant, (ii) not copied from any other source or previously published or otherwise distributed or disseminated in any media or format, (iii) not in the public domain, (iv) not infringe upon or violate the copyright, moral rights, trademark, rights of privacy, publicity rights or any other rights, of any kind or nature, of any other person or entity and (v) not be in violation of any law or agreement of confidentiality or otherwise.

Entrant agrees to indemnify, defend and hold harmless MLC, and their respective subsidiaries, affiliates, officers, trustees, directors, shareholders, agents, attorneys, and employees, and any others involved in the development and/or execution of this Contest (collectively, the “MLC Parties”), from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys’ fees and expenses) arising in connection with any breach of the above representations and any representations and warranties Entrant makes under these Rules or in connection with claiming a prize or in the Affidavit.

Waiver and Release of Liability

By entering this Contest, Entrant and Entrant’s legal guardians, heirs, successors and assigns, hereby (i) waive any claims for liability against the MLC Parties, for any personal injury or loss that may occur from the conduct of, or participation in, the Contest, or from the use of any prize or from any publicity in connection with the Contest and (ii) release and hold harmless the MLC Parties, from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of this Contest.

Limitation of Liability and Additional Terms

The MLC Parties are not responsible for any damages or impact on the outcome of the Contest caused by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, server unavailability, late or misdirected mail, printing errors, intentional interference or any event beyond the control of MLC (“Errors”). In the event of learning of such Errors, MLC reserves the right to terminate this Contest, or make such other decisions regarding the Contest outcome, as MLC deems appropriate. Entrant agrees that all decisions made by MLC are final. Without limiting the foregoing final authority of MLC in any way, Entrant agrees that any claims at law or in equity concerning MLC and this Contest, or any entry or submission, is subject to the exclusive jurisdiction of, and final and binding resolution by, beis din (rabbinical court) in Brooklyn, New York. Entrant further agrees that if any provision of these Rules is deemed void or unenforceable, the same will in no way affect any other provision of these Rules. Entrant further agrees that any challenge to jurisdiction of the beis din, is subject to the exclusive jurisdiction of the federal or state courts in Brooklyn, New York.