

What Drives You?

Jiffy Lube® Teen Driver Scholarship Program



Dakota Stevenson
Widefield High
2014 Scholarship Winner

Haelie Shaw
William J. Palmer High
2014 Scholarship Winner

Two
\$1,500
Scholarship Awards

Attention Guidance Counselors!

Enroll your school today at: www.yourturn2apply.com

2 Overall \$1,500 scholarships and 1 School \$500 award for the most essays.

Your neighborhood Jiffy Lube owners in the greater Colorado Springs area are offering an educational and scholarship opportunity for driver education students and all teen drivers in your high school. The unique "What Drives You?" scholarship program allows students to express their "inner drive" and personal ambitions with **a simple 500 word essay** — **No other requirements!**

There are two separate scholarship categories. The "your turn behind the wheel" scholarships are offered only to those students attending driver education class during this school year. The "Teen Driver" scholarship awards are offered to all other eligible licensed teen drivers. **An overall scholarship for \$1,500 will be awarded in each category — a total of \$3,000 in scholarship awards.** Applications, guidelines and complete eligibility requirements can be found at: www.yourturn2apply.com.

We will also grant one \$500 award to the school with the most essays submitted for the 2014-2015 school year.
Congratulations to Academy High School, the \$500 school winner for 2013-2014 with most student essays submitted.

We are seeking your support and involvement to bring the "What Drives You?" scholarship opportunities to all students in your high school. Please complete the on-line enrollment, then display and implement the scholarship program materials sent to you (free of charge) to inform your students. If possible, please post this scholarship opportunity on your school web site.

Please direct your students to www.yourturn2apply.com to apply for this rewarding program and get their Teen Driver VIP card (please see attached overview). Also, feel free to E-mail or call me directly for further information or to order additional materials.

Thank you and we look forward to your student's essays.

Call or E-mail Laura Worthen at:
801-566-6083
lauraw@ostlergroup.com



**Colorado Springs Teen Driver
Scholarship Program**

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Colorado Springs Jiffy Lube® Teen Driver Scholarship Program

Go to: www.yourturn2apply.com for complete rules, guidelines and student application forms.

The Jiffy Lube “What Drives You?” educational and scholarship program began in Utah in 2004. Since then, this program has been offered by local Jiffy Lube owners in 12 other states nationwide. This unique education and community service program is currently offered in Utah, New Mexico and regions of Arizona, Colorado, Idaho and Nevada.

Over \$356,000 in scholarships has been awarded to 223 students to date. Along with this, \$36,000 has been awarded to 75 high schools submitting the most essays in their respective regions.

Through this process we have had continual input from educators and counselors on how best to reach the students and better affect their overall driver education. As suggested by driving education instructors, we offer a special Teen Driver VIP discount card. This Teen Driver card can be used as an in-class incentive or simply presented to scholarship applicants at each school’s discretion.

Go to: www.yourturn2apply.com to enroll your school and order the Teen Driver VIP cards (free of charge). With a valid drivers license and student ID the Teen Driver VIP card is redeemable at local Jiffy Lube locations. The discount card will remain distinct and separate from any eligibility requirements for the scholarships.

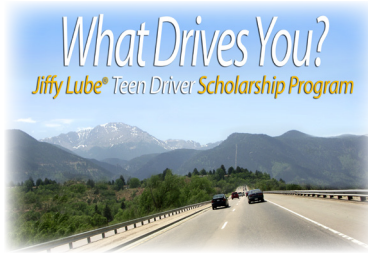
We invite your input and feedback as we continue to create an educational venue for improved Teen Driving safety and education. Please contact me below with suggestions or questions.

Contact Laura Worthen at:
801-566-6083 or
lauraw@ostlergroup.com



Colorado Springs Teen Driver Scholarship Program

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Jiffy Lube® Teen Driver Scholarship Application
2014-2015 Colorado Springs, Falcon, Fountain & Canon City High School Students
\$1,500 Scholarship Award

First tell us about yourself.

Name _____ Address _____

City _____ State _____ Zip _____ High School _____

Home Phone _____ Cell Phone _____ E-mail _____

Grade (check current year) Sophomore _____ Junior _____ Senior _____ Date Application Submitted _____

Parent/Guardian Name _____ Parent/Guardian E-mail _____

Get our attention!

- Unique Ideas, Inventions, Problem Solving Solutions
- Interests, Goals, Passions — Your Drive
- Creativity, Originality, Imagination, Enthusiasm
- Comprehensive, Persuasive, Grammar
- Pursuit of: Education, Entrepreneurism, Humanitarianism

Now — tell us about it!

Express “what drives you?” in 500 words (just be yourself) .

Entries must be typewritten on letter-size paper only. Then, simply staple your paper to this application.

Please note that nothing will be returned. Make sure your name, address, telephone numbers and your high school are on the actual essay sheet(s). Please review the eligibility rules and guidelines.

I have read the eligibility rules and guidelines and understand that if selected as a finalist, I must return a signed image/talent release form for a minor (if under the age of 18) by a parent/legal guardian or if I am 18 years old a release form signed by me in order to be considered and selected as a Jiffy Lube “What Drives You?” scholarship award recipient.

Mail this application with your attached essay by **Final Postmark Deadline of March 24, 2015** to:

Jiffy Lube/The Ostler Group • c/o Colorado Springs Teen Driver • PO Box 26477 • Salt Lake City • Utah • 84126-0477

Go on line at:
yourturn2apply.com
for more information
and to print your own
Teen Driver discount card.



The Jiffy Lube “What Drives You?” Scholarship Program
Rules & Guidelines –Colorado Springs, Falcon, Fountain, and Canon City areas

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 offers scholarship awards to teen drivers enrolled in high school and also offers specific scholarships to students in driver education. 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?

Two (2) total “What Drives You?” scholarships
\$3,000 in total scholarship awards
(2 categories: “Teen Driver” & “your turn behind the wheel”)

Who is Eligible?

Category 1 “Teen Driver” eligibility:

Students, already licensed, between the ages of 16-18 currently attending high school in the Colorado Springs, Falcon, Fountain, and Canon City area high schools for the 2014-2015 school year. All winners will be verified by Jiffy Lube contacting the winners’ school administration.

One (1) overall winner of a \$1,500 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 the Colorado Springs, Falcon, Fountain, and Canon City area high schools, Jiffy Lube web site, web, neighborhood Jiffy Lube stores and other locations. 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 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.

Category 2: “your turn behind the wheel” eligibility:

Students between the ages of 15-17 currently attending high school and are currently or have been enrolled in a driver’s education program either in the private sector or in the Colorado Springs, Falcon, Fountain, and Canon City area public high schools for the 2014-2015 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. A driver education instructor must verify enrollment and sign the application.

One (1) overall winner of a \$1,500 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 the Colorado Springs, Falcon, Fountain, and Canon City area high schools, Jiffy Lube web site, web, neighborhood Jiffy Lube stores and other locations. 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 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.

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 or less write about “what drives them” now. Go on-line at www.yourturn2apply.com for the application.

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

Final 2014-2015 Teen Driver category deadline is postmark date of March 24, 2015.

Final 2014-2015 “your turn behind the wheel” category deadline is postmark date of March 24, 2015.

Students enrolled in driver’s education into late April through June or attending summer classes will have until August 22, 2015 to submit for the 2015-2016 school year awards. Jiffy Lube is not responsible for lost or stolen entries.

How are winners selected?

A scholarship review committee will review the essays and select the winners. Final winners will be selected and notified by the end of school year and announced in the Fall of 2015. 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?”, 7430 South Creek Rd. #204 , Sandy, Utah 84093. Please email prior to sending at lauraw@ostlergroup.com as you may be able to 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.