

What Drives You?

Jiffy Lube® Teen Driver Scholarship Program



Megan Curtis
Montezuma-Cortez High
2012 Scholarship Winner

Offering
\$1,000
Scholarship Award

Attention Guidance Counselors in Flagstaff, Payson, Prescott Valley
Show Low, Snowflake, Arizona as well as Cortez and Durango, Colorado!

Enroll your school today at: www.yourturn2apply.com

\$1,000 Scholarship Award — One simple 500 word essay!

Your neighborhood Jiffy Lube owner is offering an educational and scholarship opportunity for 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!**

An overall scholarship for \$1,000 will be awarded. Students attending high schools in Flagstaff, Payson, Show Low, Snowflake and Prescott Valley, Arizona as well as Cortez and Durango, Colorado areas are eligible. Applications, guidelines and complete eligibility requirements can be found at www.yourturn2apply.com.

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

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.

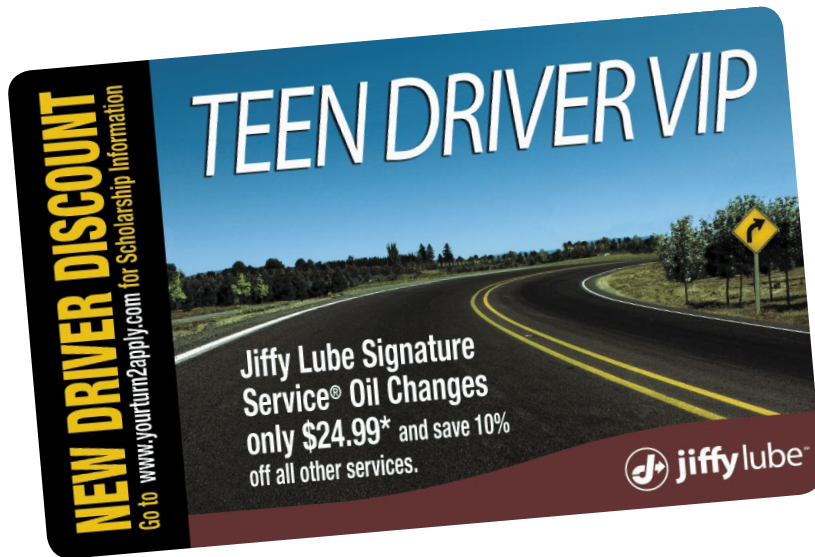
Thank you and we look forward to your students essays.

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



Teen Driver Scholarship Program

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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 was introduced in 2008 in your Arizona (Flagstaff, Payson, Prescott Valley, Show Low, Snowflake) and Colorado (Cortez, Durango) neighborhoods. This unique community service program began in Utah and Oregon in 2003 and is now also offered in regions of Colorado, Florida, Nevada, New Mexico and South Carolina.

Over \$280,000 in scholarships has been awarded to 187 students to date. Along with this, \$27,500 has been awarded to 55 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 driver education instructors, we offer a Teen Driver VIP discount card in conjunction with the “your turn behind the wheel” video to be used as an incentive for students to learn more about driving responsibilities, how proper car maintenance can save money as well as lives, and how to help with our environment. This Teen Driver card can be used as an in-class incentive as is allowed 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 and is valid for entire high school enrollment. 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. We are also in need of volunteers for the annual scholarship essay review committee.

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



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Jiffy Lube® Teen Driver Scholarship Application 2012-2013 Arizona* & Colorado** High School Students

*Flagstaff, Payson, Prescott Valley, Show Low, Snowflake **Cortez, Durango

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 _____

School Guidance Counselor (not required) _____
(Print name)

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.

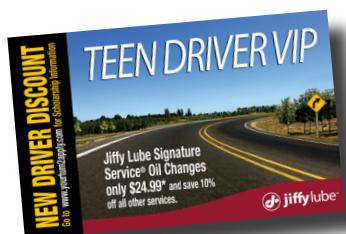
Please note that nothing will be returned. Make sure your name, address, telephone numbers and your high school are on the actual essay sheet(s). Please review the eligibility rules and guidelines.

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 25, 2013** to:

Jiffy Lube/The Ostler Group • c/o AZCO 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.



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Jiffy Lube® “your turn behind the wheel” Scholarship Application 2012-2013 Arizona* & Colorado** High School Students

*Flagstaff, Payson, Prescott Valley, Show Low, Snowflake ** Cortez, Durango

First tell us about yourself.

Name _____ Address _____

City _____ State _____ Zip _____ High School _____

Home Phone _____ Cell Phone _____ E-mail _____

Grade (check current year) Freshman _____ Sophomore _____ Junior _____

Driver Ed Instructor _____ Dates of class enrollment _____
(Print name)

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!

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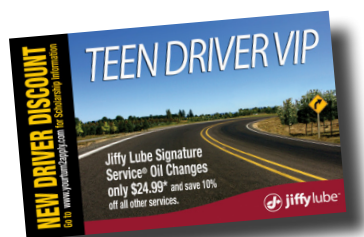
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The Jiffy Lube “What Drives You?” Scholarship Program
Rules & Guidelines – Rules & Guidelines – Durango, Cortez, CO and Payson, Show
Low, Snowflake, Flagstaff, and Prescott Valley, AZ Program

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 2012-2013 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, web, 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 2012-2013 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

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.

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

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 2012-2013 Teen Driver category deadline is postmark date of March 25, 2013.

Final 2012-2013 “your turn behind the wheel” category deadline is postmark date of March 25, 2013.

Students enrolled in driver’s education into late April through June or attending summer classes will have until August 24, 2013 to submit for the 2013-2014 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 2012-2013 school year and in the Fall of 2013. 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.