

The Jiffy Lube “What Drives You?” Scholarship Program
Rules & Guidelines – New Mexico 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. Jiffy Lube wants students to express “What Drives You?” in 500 words or less!

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 high school 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?

- Three (3) total “What Drives You?” scholarships
 - One (1) \$5,000 Overall Scholarship Award
 - Three (3) \$1,500 Finalist Awards
- \$9,500 in total scholarship awards
- 2 categories: “your turn behind the wheel” & “Teen Driver” with at least one finalist selected from each category.

Who is Eligible?

Category 1: “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 New Mexico’s high schools for the 2023-2024 school year. 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.

Express “What Drives You?” in 500 words or less!

*Finalist essays will then be selected. Each finalist will then be notified that are now eligible to compete for the overall award. Each finalist will be guaranteed a minimum \$1500 award if they pursue the new overall award criteria requirement.

Finalists will be required to create and submit a unique 1-2 minute short video that expands beyond their submitted essay and illustrates in candid words, photos, etc., what truly drives them. This video should include read excerpts of their essay along with candid words beyond what was submitted. This video submission is required to be eligible to win the overall scholarship award and also be a recipient of the finalist award. The overall and finalists winning videos will be posted along with all finalist names and photos on the yourturn2apply.com web site.

Before final winners are selected, all finalists considered are required to submit at least 5 portrait style and/or candid photographs along with a signed model release form. Photo specifications will be given upon finalist notification. 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.

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 New Mexico high schools, New Mexico Jiffy Lube web site, web, neighborhood Jiffy Lube stores and other locations in New Mexico.

Any finalists not meeting all eligibility criteria will forfeit consideration and a new finalist will be selected.

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.

Category 2 “Teen Driver” eligibility:

Students, already licensed, between the ages of 16-18 currently attending high school in New Mexico’s high schools for the 2023-2024 school year. All winners will be verified by Jiffy Lube by contacting the winners’ school administration.

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The overall and finalists winning videos will be posted along with all finalist names and photos on the yourturn2apply.com web site.

Before final winners are selected, all finalists considered are required to submit at least 5 portrait style and/or candid photographs along with a signed model release form. Photo specifications will be given upon finalist notification. 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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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 2023-2024 Teen Driver category deadline is postmark date of March 4th, 2024.

Final 2023-2024 “your turn behind the wheel” category deadline is postmark date of March 4th, 2024.

High school students enrolled in driver's education into late March through June or attending summer classes will be eligible for the 2024-2025 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 finalists. Once finalists are selected, finalists will be contacted and given further instruction and timeline on submission of the 1-2 minute short video.

Final winners will be selected and notified by the end of school year and announced in the Fall of 2024. 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 or email 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.