



Cupertino 2010 Silicon Valley Reads Essay Contest for Cupertino Adults and Teens (Students in Grades 9-12)

***Essay Topic on the 2010 Silicon Valley Reads Book Selection
“In Defense of Food: An Eater’s Manifesto” by Michael Pollan***

“According to author Michael Pollan, the rise of ‘nutritionism’ has vastly complicated the lives of American eaters without doing anything for our health, except possibly to make it worse...Pollan outlines the challenge and offers a straightforward manifesto – ‘Eat food. Not too much. Mostly plants.’”

Two Categories: Adults and Teens

Grand Prizes

\$500

2-Winners 1 Adult and 1 Teen

2nd Place Prizes

\$300

2-Winners 1 Adult and 1 Teen

Entry Deadline: Sunday February 28, 2010

Save the Date
Cupertino-wide Event
March 20, 2010 1:30 –
3:30pm Community Hall

Cupertino 2010 Silicon Valley Reads – Essay Contest

Official Entry Form

Cupertino 2010 Silicon Valley Reads Essay Contest

You must submit a completed entry form to be eligible for the contest. Entries submitted by U.S. mail must be postmarked by February 28, 2010, entries submitted by hand delivery to Cupertino librarians must be received by close of business on February 28, 2010, and entries submitted by email must be received by 11:59 pm PST on February 28, 2010.

Name: _____

Home address: _____

City: _____ State: CA Zip: _____

Telephone: (____) _____ - _____ - E-mail: _____

If Participant is currently in High School:

High School: _____ Grade level: _____

PARTICIPANTS UNDER AGE 18 MUST HAVE AN ADULT’S PERMISSION TO ENTER THIS CONTEST. A parent’s or legal guardian’s signature is required. If consent is not provided or is found to be fraudulent, the participant will be disqualified from the contest.

Name of parent or legal guardian _____

Relationship to child: _____

Parent/legal guardian’s phone number: (____) _____

(if different than written above)

I have read and understand the rules for this contest. I have also read the essay that my child has written, consent to its possible use as set forth in the Contest Rules, and authorize my child to enter this contest. Yes _____ No _____

Signed: _____ Date: _____

Parent/legal guardian e-mail: _____

If your school, local program, or other local organization encouraged your participation in this essay contest, please provide the following information:

Name of your school, local program, or local organization: _____

City: _____ State: CA Zip: _____

Telephone: (____) _____ - _____

Mail this entry form and your essay to:

The Cupertino Library Foundation
Attn: Cupertino 2010 Silicon Valley Reads Essay Contest
10800 Torre Avenue, Cupertino, CA 95014
cupertinosvressay@gmail.com

Cupertino 2010 Silicon Valley Reads • www.cupertino.org/SVRCupertino

The Cupertino Library Foundation • www.cupertino.org/foundation/index.html

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Contest Rules

Eligibility

The Cupertino Library Foundation's "Cupertino 2010 Silicon Valley Reads Essay Contest" is open to all adults living or working in the City of Cupertino or students attending the area high schools of Monta Vista, Homestead, Cupertino or Lynbrook High Schools (grades 9-12 and hereafter defined as "Teens"). Participants agree to abide by the terms of these official rules and by the decisions of The Cupertino Library Foundation, which are final and binding on all matters pertaining to the contest. Participants under the age of 18 must obtain the consent of a parent or legal guardian (see entry form) to enter the contest. The Cupertino Library Foundation reserves the right to disqualify any participant that it determines, in its sole discretion, is ineligible to participate in the contest. Employees, officers, and directors, (and their immediate family members and members of the same households, whether related or not) of The Cupertino Library Foundation or the Santa Clara County Library, and judges of this contest, are not eligible to participate.

Essay Requirements

Participants must produce their own work. Essays should be no longer than 500 words and should be typed, double-spaced, with 1 inch margins and 12 point Times New Roman font.

Submissions

No purchase is necessary, and there is no fee to enter or to win. If desired, the Silicon Valley Reads 2010 Book Selection "In Defense of Food: An Eater's Manifesto" by Michael Pollan can be borrowed from the Cupertino library or is available for purchase from local or online booksellers. All entries must include a completed entry form, essay, and parental consent form, if under age 18. The participant's name must also be on the top of the page(s) on which the essay is typed. There are three ways to enter:

1. By email: Entries may be sent to cupertinosvressay@gmail.com and must be received by 11:59 pm PST on February 28, 2010. Entry forms can be downloaded from Cupertino

Silicon Valley Reads Essay Contest website www.cupertinolibrary.org/SVRCupertino. All participants under the age of 18 must mail, or hand deliver, a hard copy separate entry form with a parent/legal guardian's signature, thereby attesting that s/he has read and understands the rules of the contest.

2. By mail: Entries may be submitted via U.S. mail to Attn: Cupertino 2010 Silicon Valley Reads Essay Contest, The Cupertino Library Foundation, 10800 Torre Avenue, Cupertino, CA 95014. Essays submitted by mail must be postmarked by February 28th, 2010.

3. By hand delivery: Entries may be submitted to a librarian at the Cupertino Library during regular business hours Attn: Cupertino 2010 Silicon Valley Reads Essay Contest, 10800 Torre Avenue, Cupertino, CA 95014. Essays submitted by hand delivery must be received by a librarian prior to close of business on February 28th, 2010.

Entries without the necessary consent of a parent or legal guardian will not be accepted. Any fraudulent information provided by participants will lead to immediate disqualification from the contest. All essays will become the property of The Cupertino Library Foundation upon submission and will not be returned. All winning essays may be reproduced and distributed in The Cupertino Library Foundation's or Santa Clara County Library's publications, as well as posted on their respective websites. Winning essays may be used for other purposes if determined by The Cupertino Library Foundation that such use would advance its mission. The Cupertino Library Foundation reserves the right to edit for length all essays used in any of its publications or posted on its Web site.

Judging

There will be two rounds of judging in this contest. In the first round, staff of The Cupertino Library and two Cupertino Library Foundation Board Members will select 10 finalists in both categories: Adult and Teen. Essays of finalists will then be reviewed by select community leaders who will

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choose the winners: In each category: Adult and Teen - one Grand Prize winner and two 2nd Place winners.

Judging Criteria

All essays will be judged according to the criteria listed below.

1. **Understanding of the topic:** An outstanding essay will demonstrate that the participant has read the 2010 Silicon Valley Reads book selection “In Defense of Food: An Eater’s Manifesto” by Michael Pollan, understands the topic, and how it relates to his or her life and community. The essay should present a clear central argument.

2. **Originality:** Participants are not expected to conduct research for this essay. Essays should display the participant’s ability to thoughtfully construct an argument and develop his or her own ideas.

3. **Clarity and effectiveness of style and organization:** Essays should be grammatically correct and accurate in terms of spelling and word usage. Essays should present information in a clear and logical manner.

4. **Adherence to format and length rules:** Essays must be no longer than 500 words. The essay must be typed. All essays must be submitted with a completed official entry form and parental consent form if the participant is under the age of 18. The participant’s name must be on the top of the page(s) on which the essay is written or typed.

Awards – Adult & Teen Each

Grand Prize Winner— One Grand Prize winner will receive \$500.

2nd Place Winner— One 2nd Place winner will receive \$300.

The winning essays may be published online and in The Cupertino Library Foundation’s or in the Santa Clara County Library’s newsletters. In addition, each of the four winners, along with two parents/legal guardians each, will receive an invitation to attend an awards ceremony to be held on March 20, 2010 at the Cupertino Community Hall in Cupertino. The winning essays will be displayed at the awards ceremony and may also be

published online and in The Cupertino Library Foundation’s and Santa Clara County Library’s newsletters. The essays may be used for other purposes if determined by The Cupertino Library Foundation that such use would advance its mission. All prizes are non-transferable, and no substitutions are allowed except by The Cupertino Library Foundation.

Notification

Winners will be selected by March 12, 2010 and notified by telephone. If a winner cannot be contacted within 3 calendar days of first notification attempt, if a winner rejects his/her prize, or in the event of noncompliance with these contest rules and requirements, such prize will be forfeited, and an alternate winner will be selected by The Cupertino Library Foundation.

Conditions

Participation in this contest and acceptance of a prize constitutes the winner’s permission for The Cupertino Library Foundation and Santa Clara County Library to use his/her name, age, school, likeness, photograph, picture, portrait, voice, biographical information, essay, and/or any statements made by each winner regarding this contest for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By entering, participants and winners agree to release and hold harmless The Cupertino Library Foundation and Santa Clara County Library and their employees, officers, and directors, from any and all liability for loss, harm, damage, injury, cost, or expense whatsoever, including without limitation, property damage, personal injury, and/or death, which may occur in connection with participation in this contest or any contest-related activity, or possession, acceptance, and/or use or misuse of a prize and for any claims based on publicity rights, defamation, or invasion of privacy and merchandise delivery. There is no purchase or entry fee required to participate.

Limitation of Liability

The Cupertino Library Foundation reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the contest, as well as to disqualify any individual who violates any rules of the contest.