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 Creative Contest (the “Contest”) is The Meaningful Life Center (“MLC”).

ABOUT THE CONTEST

The MyLife: Chassidus Applied Creative 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.

The Meaningful Life Center is proud to launch the Sixth Annual MyLife: Chassidus Applied Essay Contest with a new creative track. This year we are accepting creative submissions in a new creative track, with its own prize, MyLife Creative: An Experiential Presentation of Chassidus.

Submissions can include, but are not limited to any of the following categories:

Creative Writing or Spoken Word, including short stories, poetry, plays, scripts, letters, lesson plans, lyrics, journal writing, and recorded speech/presentation.

Visual Arts, including music, photography, digital art, paintings, sculpture, pottery, fashion, calligraphy, graffiti art, sketchbooks, mixed media with text and visual, collages, videos (all submissions must be in digital form)

Adults and teenagers (14 years of age and older) of all backgrounds are invited to submit an original presentation conveying a concept in Chassidus and applying it to a contemporary life issue or challenge. Submission requirements are detailed below. Please read them carefully as submissions will be judged as set forth in these Official Rules.

Submissions must be submitted by 11:59 PM Eastern Time on February 23, 2020. A panel of judges will select the winning submission who will be awarded with a $1,000 prize.
GUIDELINES

Description:
The entry must be an original creative presentation conveying a concept in Chassidus and applying it to a contemporary life issue or challenge.

Objective:
The objective of the presentation is that the reader, viewer or listener experiences a personal "aha" moment by expressing a Chassidic concept in a deeper or novel way.

Language:
Written elements in an entry must be in English.

Length:
Written presentations should be no longer than 2000 words. Audio/visual presentations should take no longer than 15 minutes to consume.

Cover:
The submission must contain a cover page which includes title, short introduction to the Chassidic concept being addressed and reference the Chassidic source(s), and optionally the takeaway message the presentation intends to convey.

Format:
All submissions must be in digital form, in one of the following formats: .jpg, .jpeg, .png, .gif, .pdf, .doc, .docx, .ppt, .pptx, .xls, .mp3, .m4a, .ogg, .wav, .mp4, .m4v, .mov, .wmv.

If the digital file exceeds 128mb, it can be sent through WeTransfer.com to contest@chassidusapplied.com.

The entry must be 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

All submissions must comply with halachic guidelines of modesty

MYLIFE CREATIVE CONTEST 2020 RULES
JUDGING CRITERIA

The judges will score each entrant’s submissions against the following criteria:

1. Cover page
   • Title of the entry
   • A few sentences which define the Chassidic concept being addressed
   • A specific source or sources in Chassidus Chabad. This includes any writings, Maamorim or Sichos from the seven Chabad Rebbes

2. How successfully did the entrant/artist in interpret [express] a concept in Chassidus through their artform, bringing forth a new/unique way of understanding that idea?
   • Clarity: A unique presentation of the Chassidic idea that is understandable to an intelligent novice
   • Evokes response, appealing to emotions and/or intellect
   • Leaves the reader transformed and inspired (reconditions the reader’s mindsets, feelings and actions).

3. How successfully did the entrant/artist apply the Chassidic concept to a contemporary life issue or challenge?

4. Originality, artistic quality and creativity

5. Overall impression

6. Technical proficiency in the mode of communication or medium of artistic expression

*the judging process and publishing of submissions will be sensitive to matters of kol isha

ENTRY PERIOD AND ENTRY DEADLINE

The Contest starts at 12:00 AM Eastern Time on January 21, 2020.

ALL ENTRIES MUST BE RECEIVED BY 11:59 PM EASTERN TIME ON FEBRUARY 23, 2020 (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 submission per Entrant is allowed.

A maximum of one Entrant per submission is allowed. Although a submission 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 by completing the online Contest Entry Form and uploading their submission and cover page www.chassidusapplied.com/contest. The submission must be in one of the formats specified in the guidelines above.

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

No entry 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 submission as identified by name and contact information on the Contest Entry Form is deemed the Entrant for that submission. 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 submission 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 submission 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, Entrant grants to MLC:

1. The right to edit the submission for legal compliance;

2. A non-exclusive, royalty free, perpetual license to publish the submission, in part or as a whole, on MLC’s website or by any other means, throughout the world;

3. The exclusive right for sixty days from the Entry Deadline to publish the submission, 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 submission or ideas in this Contest. Entrant acknowledges that MLC is not obligated to publish Entrant’s submission 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.

1. Proposed winners will be notified on or about April 5, 2020, by email, telephone or regular mail. Each proposed winner is required to provide:

2. 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 of legal guardian,

3. 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

4. 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 submissions received meet the stated Submission 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 submissions, 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 foregoing. 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 submission 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