

No purchase necessary to enter or win. A purchase does not increase your chance of winning. Void where prohibited.

**CONTEST TIMING:** The Kentucky Goes to College Vlogger Contest (the "Contest") begins on 4/5/2021 and ends on 5/21/2021 (the "Contest Period").

**CONTEST DESCRIPTION:** KHEAA is holding a contest to find one high school senior from the graduating class of 2022 to be a video blogger for our social media pages! The winner will be awarded a \$500 college scholarship to create a series of vlogs about their experiences navigating the college admission and financial aid application processes. To enter, submit a brief video (2 minutes or less) introducing yourself and telling us why you would be the best person to share these experiences with other students.

**AWARDS/ APPROXIMATE RETAIL VALUE (ARV):** The winner will receive a \$500 scholarship to a Kentucky college. Award will be sent directly to the postsecondary institution of winner's choice after contest commitments are satisfactorily met.

**ELIGIBILITY:** Contest is open only to students attending a high school within the Commonwealth of Kentucky at the time of video submission. Students must be entering their senior year in fall 2021 and plan to attend college in fall 2022.

Employees and the immediate family members of employees of the Kentucky Higher Education Assistance Authority (KHEAA) and Kentucky Higher Education Student Loan Corporation (KHESLC) are not eligible.

**HOW TO ENTER:** To enter the Contest, eligible entrants must create an original video as described under Contest Description. The [entry form](#) and video must be completed and submitted by midnight EST on 5/21/2021. A video must not exceed two minutes. The video must be submitted by email to [cgillum@kheaa.com](mailto:cgillum@kheaa.com); through text message to 502-592-5166; or through Facebook messenger to KHEAA ([www.facebook.com/kheaa](http://www.facebook.com/kheaa)).

One (1) entry per student during the Contest Period. In the event more than one (1) entry is received from any one student, the first entry processed will be considered the only valid entry received and subsequent entries from the same person will be disqualified.

**SELECTION OF WINNER:** Winner will be selected by a panel of judges comprised of KHEAA staff.

**COMMITMENT OF WINNER:** The winner of the contest must submit four (4) videos to KHEAA between August 2021 and August 2022. The videos will be reviewed by KHEAA staff and must be acceptable under guidelines that will be provided to winner. The award will not be issued to the winner's chosen postsecondary institution until all 4 videos have been submitted and approved by KHEAA.