



For classroom users of
Investigations and Connected Mathematics

Participant Package

Math Matters!

Participant Package

Math is all around us and Pearson has an exciting opportunity for your students to showcase their mathematics skills and demonstrate how math matters in your classroom and beyond! This document contains all the information you need to enter the Math Matters! video contest.

How the Challenge Works

1. Participants will create a video that is under eight minutes of Investigations or Connected Mathematics users demonstrating how Math Matters! Video tape a lesson, an activity, an assignment, a discussion, a group interaction, or an individual student applying their mathematics skills – and, most importantly, show us how math really does matter. Feel free to involve parents, principals, school personnel, or even other members of your community.
2. Add an introduction screen to your video that identifies your school, state, math program and the unit and lesson that is being highlighted in the video.
3. Register at schooltube.com
4. Upload your video to the schooltube.com Math Matters contest page before March 9, 2009.
5. Send your signed contest release forms to the following address before March 9, 2009.

Math Matters! video contest
900 E Lake Avenue
Glenview, IL 60025

6. Vote for your favorite contest submission on schooltube.com anytime between 3/13/09 and 4/1/09.
7. The winner will be announced at the Pearson NCTM exhibit in Washington D.C. April 22 through April 25, 2009.

Prizes and Awards

Winners of the Math Matters! video contest will receive for their school:

Grand Prize

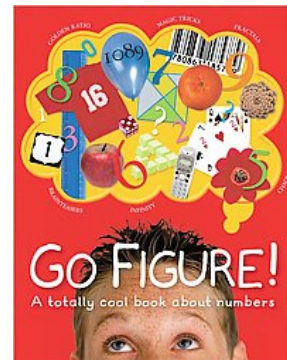
There will be 2 Grand Prize winners, one Investigations video and one Connected Mathematics video. The Grand Prize winners'



will receive a Canon ZR950 mini-DV camcorder.

Runners Up

There will be 2 second place winners, one Investigations video and one Connected Mathematics video. The second place winners' school will receive a copy of *Go Figure: A totally cool book about numbers*.



Who May Enter

Current users of Investigations in Number, Data, and Space (all editions) or Connected Mathematics Project (all editions) may participate.

Entry Requirements

1. All entries must be developed by Investigations or Connected Mathematics users.
2. Entries need to demonstrate how Investigations and Connected Mathematics students learn that Math Matters!
3. All entries must be uploaded no later than March 9, 2009 though the Math Matters contest page at appears below:
<http://www2.schooltube.com/contests/pearsonmathmatters.aspx>
4. All entries must be under 8 minutes and the file size must be less than 100 megabytes.
5. All entries must contain an introduction screen that identifies your school, state, math program and the Unit and lesson that is being highlighted in the video.
6. Contest release forms must be received by the Math Matters! coordinators no later than March 9, 2009.

Winner Selection

Your vote counts! The judges will take the 10 videos with the most votes and choose 2 Grand Prize winners based on the following criteria:

1. **Math Matters!** – How well does the video demonstrate that Investigations and CMP helps students learn that math matters in their world?
2. **Creativity** - How creative is the video in conveying their story of learning mathematics and solving problems in the Investigations and CMP content?
3. **Overall Presentation** – Is the video fun to watch and would I want to watch it again?

Notification of Winners

All winners will be announced on the evening of April 21st at the Pearson NCSM Reception, and showcased at the Pearson NCTM exhibit in Washington D.C. April 22 through April 25, 2009.

Participant Contact Information

The information contained in this form will be used to notify the winners of the contest.

First Name: _____ Last Name: _____

Program Used: _____

School Name: _____

Address: _____

City/State: _____ Zip Code: _____

Phone: _____

Cell Phone: _____

SCHOOL VIDEO PERMISSION FORM

1. [_____] (the “School” or “We”) understand that Pearson Education, Inc. (the “Publisher”) desires the right to publish, display, reproduce and otherwise use certain video footage taken in classrooms at the School (the “Video Footage”) in connection with participation in the Math Matters video project sponsored by the Publisher (the “Video Challenge”). I understand that the Publisher shall use the Video Footage created as part of the Video Challenge for the purpose of marketing and promoting the Publisher’s Investigations In Number, Data, and Space and Connected Mathematics 2 products, and we agree to such use as further set forth below.

2. We hereby irrevocably grant to Publisher, its successors, assigns, grantees, licensees, and agents, the right to reproduce, use, publish, broadcast, post online and otherwise commercially use the Video Footage, including the use of our School name and any video footage taken of our teachers and students, in whole or in part, or any material, paraphrases, quotes and descriptions from the Video Footage, alone or in conjunction with other material, in any language and media now known or hereafter developed, for use in Publisher’s marketing presentations and promotions (including on Publisher’s websites), other external marketing and video-sharing websites and in other print and electronic uses.

3. We warrant that the use of the Video Footage will not violate the rights of any person or entity and will not cause Publisher to incur any liability for payment to any person or entity. We represent and warrant that the grant and other provisions of this permission (the “Permission”) are not in conflict with and do not violate any commitment, agreement, obligation or understanding that we now have or will in the future have with any other person or entity. We further acknowledge and agree that we will not be compensated for the rights granted herein.

4. We hereby release Publisher, its successors, assigns, agents, employees, licensees, grantees, directors, and officers from any and all claims, losses, demands, damages, liability, costs and expenses which we now have or may hereafter have by reason of the use of the Video Footage or any content, information or statements contained therein.

NAME OF SCHOOL: _____ Date: _____

AUTHORIZED SIGNATURE: _____

STUDENT PERMISSION AND RELEASE

1. I understand that Pearson Education, Inc. (the “Publisher”) desires the right to use certain video footage taken of me (the “Video Footage”) in connection with participation in the Math Matters video project sponsored by the Publisher (the “Video Challenge”). I understand that the Publisher shall use the Video Footage created as part of the Video Challenge for the purpose of marketing and promoting the Publisher’s Investigations In Number, Data, and Space and Connected Mathematics 2 products, and I agree to such use as further set forth below.

2. I hereby irrevocably grant to Publisher, its successors, assigns, grantees, licensees, and agents, the right to reproduce, use, publish, broadcast, post online and otherwise commercially use the Video Footage, including the use of my name, likeness, voice, picture and other biographical information contained therein and any video footage taken of me, in whole or in part, or any material, paraphrases, quotes and descriptions from the Video Footage, alone or in conjunction with other material, in any language and media now known or hereafter developed, for use in Publisher’s marketing presentations and promotions (including on Publisher’s websites), other external marketing and video-sharing websites and in other print and electronic uses.

3. I warrant that the use of the Video Footage and my name, likeness, voice, picture, biographical data and/or statements contained therein will not violate the rights of any person or entity and will not cause Publisher to incur any liability for payment to any person or entity. I represent and warrant that the grant and other provisions of this Publicity Release (the “Release”) are not in conflict with and do not violate any commitment, agreement, obligation or understanding that I now have or will in the future have with any other person or entity. I further acknowledge and agree that I will not be compensated for the rights granted herein.

4. I hereby release Publisher, its successors, assigns, agents, employees, licensees, grantees, directors, and officers from any and all claims, losses, demands, damages, liability, costs and expenses which I now have or may hereafter have by reason of the use of the Video Footage and my name, likeness, picture, and biographical information or statements contained therein.

5. I have read this Release prior to its execution, and I am fully familiar with the contents thereof. This Release shall be binding upon me, my heirs, legal representatives and assigns.

NAME: _____ Date _____

SIGNATURE: _____

For any person above who is under the age of eighteen:

I am the parent or guardian of the person whose name appears above and who is less than eighteen years old. I permit the use of the Video Footage stated above including but not limited to that person’s name, likeness, voice, photograph, video, biography, and commentary and/or narrative referred to above, to be used by the Publisher, their respective assignees, licensees and grantees, according to the provisions set forth above. These provisions shall carry the same force as if I had agreed to them on my own behalf.

Name of Parent/Guardian (Print) Date

Signature of Parent/Guardian

**OFFICIAL RULES
PEARSON MATH MATTERS CONTEST**

IMPORTANT: PLEASE READ THESE RULES BEFORE ENTERING THE PEARSON MATH MATTERS CONTEST (THE “CONTEST”). BY ENTERING THE CONTEST, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES.

NO PURCHASE NECESSARY TO ENTER AND WIN. CONTEST OPEN ONLY TO SCHOOLS LOCATED IN THE U.S. THAT HAVE ADOPTED AND PURCHASED PEARSON’S INVESTIGATIONS IN NUMBER, SPACE AND DATA (“INVESTIGATIONS) OR CONNECTED MATHEMATICS (“CONNECTED MATH”) PRODUCTS AND AS LIMITED BELOW.

To Enter:

The Pearson Math Matters Contest ("Contest") sponsored by Pearson Education, Inc. ("Pearson") begins on October 1st, 2008 and ends on March 9th, 2009, at 11:59 p.m. (ET) ("Contest Period"). Your school will be entered into the Contest when a teacher from a school ("Sponsoring School") (i) completes and submits the Contest entry form (including all mandatory questions) and related permissions and/or releases and (ii) uploads and submits the video submission demonstrating how Pearson’s Investigations or Connected Math products work (the “Video”) to the designated area of Schootube.com: <http://www2.schooltube.com/contests/pearsonmathmatters.aspx> (“SchoolTube”). Video submissions must conform to the guidelines as further specified by Pearson in the Contest forms. Sponsoring Schools are permitted to have more than one entry into the Contest. You understand that by submitting an entry you are accepting the terms of these Official Rules and agreeing to be bound by them.

Eligibility:

The Contest is open to all schools located in the 50 United States and the District of Columbia that have adopted and purchased Pearson’s Investigations or Connected Math products. Contest not open to employees of Pearson or any of its affiliate companies or subsidiaries and immediate family members of each are not eligible to enter. Void where prohibited or restricted by law. All federal, state, and local laws and regulations apply. Pearson reserves the right, at its sole discretion, to disqualify any entry if it concludes that the entrant has tampered with the entry process or the operation of the Contest or has acted in violation of these Official Rules or any applicable state, federal, or local laws or regulations.

Prize:

Grand Prize: There shall be one (1) grand prize winner and one (1) second place winner selected from each pool of Investigations and Connected Math video submissions (the “Pool”). The prizewinners shall be selected through a two-step process. First, following the end of the Contest Period and beginning on or about March 13, 2009 through April 1st, 2009, members of the public shall be permitted to vote for their favorite video submission on SchoolTube. The top ten (10) video submissions from each Pool as determined by public voting shall then be considered for the prizes by a panel of distinguished judges (selected by Pearson) based on the following criteria:

1. Math Matters! – How well does the video demonstrate that Investigations or Connected Math helps students learn that math matters in their world?

2. Creativity – How creative is the video in conveying their story of learning mathematics and solving problems in the Investigations and Connected Math content?
3. Overall Presentation – Is the video fun to watch and would I want to watch it again?

The decision of the judges shall be final. The Sponsoring School for each grand prize winner will receive a Canon ZR950 mini-DV camcorder with an approximate retail value of \$279. The Sponsoring School for each second place winner will receive a copy of *Go Figure: A Totally Cool Book about Numbers* with an approximately retail value of \$15.99. Prizes may not be transferred, substituted, or exchanged except by Pearson and then only for a prize of equal or greater value. **ALL FEDERAL, STATE AND LOCAL TAXES THAT MAY ACCRUE FROM THE PRIZE ARE THE SOLE RESPONSIBILITY OF THE PRIZE WINNERS. ALL PRIZES WILL BE AWARDED. ALL PRIZES ARE AWARDED “AS IS” AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE). ACCEPTANCE OR USE OF PRIZE IS AT THE WINNER’S OWN RISK.**

Winner Notification:

The prize winners will be determined on or about April 18th, 2009 from all eligible entries received. Odds of winning a prize will depend upon the number of eligible entries received. The winners will be announced during April 21 – 25, 2009 at The National Council of Teachers of Mathematics conference (“NCTM”) to be held in Washington D.C. and by email (“Winner Notice”). The Winner Notice will include information on how the winners can claim their prize. Failure to comply with any rule, regulation or limitation will result in the forfeiture of the prize, in whole or in part.

It is the entrant's sole responsibility to notify Pearson in writing if entrant changes email address or other contact information. To do so, write to: The Pearson Math Matters Contest, Pearson Education, Attn: Michael Lemke, 1900 E. Lake Ave, Glenview, IL 60025, or email Michael.Lemke@Pearson.com. Winner List: For a listing of the prize winners, send a self addressed, stamped envelope (VT residents may omit return postage) to: The Pearson Math Matters Contest, Pearson, Attn: Michael Lemke, 1900 E. Lake Ave, Glenview, IL 60025, or email Michael.Lemke@Pearson.com by no later than May 31st, 2009.

General Conditions:

The Contest will be governed, construed and interpreted under the laws of the United States. By entering this Contest, participants agree to be bound by these Official Rules and the decisions of Pearson on all matters relating to the Contest. By entering the Contest, all entrants consent to the use of their names, addresses, likeness, and any statements they make in connection with the Contest or about Pearson in general without additional compensation, except where prohibited by law. Pearson may request, at Pearson’s sole discretion, that the entrant/winner provide any of the foregoing information to Pearson.

Without limiting the foregoing, by entering, all entrants shall be deemed to have granted to the Pearson, and its respective successors and assigns, absolutely and forever, the non-

exclusive, worldwide, perpetual, royalty free right and license in and to their video submissions, including the right to use, edit, modify and prepare derivative works based upon the video submissions, and to display, publish, reproduce, transmit and deliver the video submissions in and by any and all media now in existence or hereafter discovered or devised throughout the world in perpetuity. Entrants agree to execute any and all documents requested by the Pearson to effectuate the Pearson's rights described in this paragraph. Entrants hereby irrevocably and unconditionally waive any and all moral rights or any rights of similar nature under any law in any jurisdiction in and to any and all elements of the video submissions. Entrants represent and warrant to the Pearson that (i) any video submissions submitted are the original creation of entrant, and (ii) the Pearson's use of such video submissions as contemplated in these rules will not violate the rights of any third party.

Limitations of Liability:

By entering the Contest, entrants and their Sponsor School agree to release Pearson Education, Inc. and all co-sponsors of the Contest and their respective affiliates, parents and subsidiaries, and their respective employees, agents, and representatives (collectively, "Sponsor Entities") from any and all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to person or property that may be sustained in connection with the receipt, ownership, or use of a prize or with participation in this Contest. By entering this Contest, entrants agree that no claim relating to such injuries, damages, or losses shall be asserted against any of the Sponsor Entities. Entrants agree that none of the Sponsor Entities shall be liable for any injury or damage to any person's computer hardware, software, or peripherals utilized in participating in the Contest. None of the Sponsor Entities are responsible for technical, hardware, software, or other communication failures of any kind, whether caused by any of the Sponsor Entities, users, or by any equipment, programming, or other cause, whether or not such failures limit an entrant's ability to participate in the Contest. If for any reason (including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest), the Contest is not capable of being conducted as described in these Official Rules, Pearson shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

Pearson reserves the right to disqualify any entrant who has tampered with the entry process or the operation of the Contest, or who has acted in violation of these Official Rules or any applicable state, federal, or local laws or regulations, or is acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS.

Contest Rules:

These Official Rules will be posted on the Pearson website at PearsonSchool.com/mathmatters and at www.schooltube.com during the Contest Period. Copies of the Official Rules may also be obtained by writing to: The Pearson Math Matters Contest, Pearson Education, Inc., Attn: Michael Lemke, 1900 E. Lake Ave, Glenview, IL 60025, or email Michael.Lemke@Pearson.com.

Sponsor:

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