Why is the study of anthropology important to today’s world?

A scholarship contest for anthropology students.

We know that your anthropology students are passionate about the discipline they’ve chosen to study. And as globalization continues to impact our lives to an ever-greater degree, we know they will play an important role in helping to navigate our future. But now, their greatest challenge may be paying tuition and covering the cost of their books.

That’s why Pearson is offering anthropology students a chance to win one of three scholarships by entering our Mel Ember Student Scholarship Contest.

Here’s what students have to do:
■ Write an essay (up to 1000 words) or create a video (up to three minutes in length) on why the study of anthropology is important to today’s world.
■ Send in a recommendation from a sponsoring professor.
■ Grant us permission to quote their essay, or excerpt their video, in our products and advertising.

And here’s what they could win:
■ 1st Place: $750 for Student Winner + $50 for Sponsoring Instructor
■ 2nd Place: $550 for Student Winner + $50 for Sponsoring Instructor
■ 3rd Place: $350 for Student Winner + $50 for Sponsoring Instructor

The deadline for submissions is December 31, 2010, so inform your students of this great opportunity today. For official rules, please see the reverse side of this flyer.

For the entry form, please visit www.pearsonhighered.com/anthropology.
No purchase or payment of any kinds is necessary to enter or win this contest. A purchase does not improve chances of winning. Contest open only to undergraduate and graduate students enrolled in an accredited anthropology program in the United States.

To win the Pearson Mel Ember Scholarship Contest (the “Contest”), entrants will be judged on the quality of the entries. By submitting an entry, you agree to be bound by these Official Rules.

1. How To Enter. The entry must be single authored. No student may be listed as an author on more than one submission. Each entry must include the following information: student name address, e-mail, telephone, school where enrolled, and graduation date. Entries must conform to the requirements of your school’s Institutional Review Board or the equivalent. Entries must consist of an essay, no more than 1000 words, or a video, no more than three minutes in length, on why the study of anthropology is important to today’s world. Entrants must also submit a letter of recommendation from a professor at the college/university where the entrant attends. Submit your entry to: Mel Ember Student Scholarship@pearson.com or mail it to Mel Ember Student Scholarship, c/o Laura Lee Manley, Pearson Education, 75 Arlington Street, Boston, MA 02116. Limit one entry per person.

2. Eligibility. Open to legal U.S. residents, who are undergraduate or graduate students enrolled in an accredited anthropology program, and who comply with these Official Rules. Employees of Pearson Education, Inc. (“Sponsor”) and its parent companies, affiliates, advertising and promotional agencies, manufacturers and their immediate families (parents, children, siblings, spouse) in the same household are not eligible.

3. Disclaimer. Sponsor and any and all of its parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees, agencies, heirs and assigns will not be responsible for (1) any late, lost, incomplete, misrouted, misdirected, postage due or damaged entries or errors in transmission; (2) any Contest disruptions, injuries, losses or damages caused by events beyond the control of the Sponsor; or (3) any printing or typographical errors in any materials associated with the Contest. Sponsor and its agents are not responsible for technical, hardware, software or telephone malfunctions of any kind and shall not be liable for failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications utilized in this Contest which may limit the 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 beyond the control of the Sponsor, which 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 rules, the Sponsor has the right, in its sole discretion, to modify and/or cancel the Contest.

4. Contest Period. All electronic entries must be received by December 31, 2010, and mailings must be postmarked by December 31, 2010.

5. Selection of Winner. Winners will be selected by Carol Ember, Director of HRAF, and a board at Pearson Education. Each entry must consist an essay, no more than 1000 words, or a video, no more than three minutes in length, on why the study of anthropology is important to today’s world. Entries must also submit a letter of recommendation from one of your professors.

6. Prizes. The first place winner will win a $750 prize to be used toward their degree. The second place winner will win a $550 prize to be used toward their degree. The third place winner will win a $350 prize to be used toward their degree. The academic sponsor for each winner will be awarded a $50 prize. ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECIPT OR USE OF ANY PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER.

7. General. Each winner will be required to execute an Affidavit of Eligibility, a Liability Release and where lawful, Publicity Release (Winners Affidavit), within seven (7) days of first attempted notification. In the event the selected winner does not comply with these requirements, or does not fully and accurately and legibly complete the Winners Affidavit, or should Sponsor believe that the awarding of the prize would violate any applicable law, rule, regulation or policy, the prize will be forfeited and an alternate winner will be selected from all remaining eligible projects received. Electronic entries must include a valid e-mail address for the entrant. In the event of a dispute as to the identity or eligibility of winner based on an e-mail address, the winning entry will be declared made by the “Authorized Account Holder” of the e-mail address at the time of submission of the entry. By entering the Contest, all entrants release the Sponsor and its parent companies, subsidiaries, affiliates, directors, officers, employees, agents, heirs and assigns from any liability whatsoever, and waive any and all causes of action, for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest or resulting from acceptance, possession, preparation for or use or misuse of any prize including, without limitation, personal injuries, death, property damage, and claims based on publicity rights, defamation, invasion of privacy, defamation, portrayal in a false light, copyright infringement, patent infringement, trademark infringement and merchandise delivery.

8. Ownership of Entries. You need to own all the copyright material in your entry. All entries, irrespective of whether they are a winning entry, become the property of Pearson Education, Inc. and will not be acknowledged or returned. Without limiting the foregoing, by entering, all entrants shall be deemed to have transferred and assigned to Pearson Education, Inc., its successors and assigns, absolutely and forever, all right, title and interest (including copyrights and other intellectual property rights) in and to their entries, including the right to edit, modify and prepare derivative works based upon the entry, and to display, reproduce, transmit and deliver the entry 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 Pearson Education, Inc. to effectuate its 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 entry. Entrants represent and warrant to Pearson Education, Inc. that (i) any entry submitted is the original creation of entrant; (ii) Pearson Education, Inc.’s use of such entry as contemplated in these Official Rules will not violate the rights of any third party; (iii) entrant owns all right, title and interest in and to the entry; and (iv) that the entry has not been previously published or is not under consideration for publication.

9. Use of Winner’s Information. Except where prohibited by law, acceptance of a prize constitutes permission to use the winners’ name(s), picture(s) or likeness(es), state of residence, and prize information, without limitation, for advertising and promotional purposes without further permission or compensation.

10. Miscellaneous. The Contest will be governed, construed and interpreted under the laws of the United States and the State of Massachusetts. Prizes will be awarded in accordance with any and all laws, rules and regulations (including but not limited to laws, rules or regulations at the state, municipal or local level), and in accordance with the written policy, if any, or certified consent of the winner’s employer. Entrants are solely responsible for making sure that an award of the prize would be in compliance with the all of the foregoing. By participating in the Contest, entrants agree (i) to be bound by these Official Rules and by the decisions of Sponsor which are final and binding in all respects and (ii) to the use of the information supplied by entrant by Pearson Education, Inc., its subsidiaries and affiliates within Pearson Education, Inc. and certain websites affiliated with Pearson Education, Inc. for marketing and advertising purposes. Entrants who violate these Official Rules, tamper with the operation of the Contest or engage in any conduct that is detrimental to the Sponsor, the Contest or any other entrant (as determined in Sponsor’s sole discretion) are subject to disqualification. Sponsor reserves the right to reject any entry from persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Contest. If you have any questions about these Official Rules or the Contest, please send written questions to Pearson Education, Attn: Mel Ember Student Scholarship, c/o Laura Lee Manley, Pearson Education, 75 Arlington Street, Boston, MA 02116.

11. Winners List. To obtain the names of the winners, go to www.pearsonhighered.com/anthropology or send a self-addressed, stamped envelope by December 31, 2010 to Mel Ember Student Scholarship, c/o Laura Lee Manley, Pearson Education, 75 Arlington Street, Boston, MA 02116.

12. Contest Sponsor. The sponsor of the Contest is Pearson Education, 75 Arlington Street, Boston, MA 02116.