



2010 Volunteer Citizen of the Year Award Rules and Regulations

The Volunteer Citizen of the Year Award is designed to honour an individual or individuals in the Alberta Weekly Newspaper Association (AWNA) coverage area who have made a significant contribution, as a volunteer, to the community in which they live.

The annual awarding of the Volunteer Citizen of the Year Award will showcase the significant contribution the spirit of volunteerism makes in our communities. The award itself will consist of:

- \$1,000 cash prize to the winner;
- \$5,000 cash grant to the winner's organization/cause of choice in their community;
- recognition of the winner's achievement through a commemorative award, article and photo to be published in AWNA newspapers across Alberta;
- \$1,000 cash grant to the four semi-finalists' organization/cause of choice in their communities; and
- recognition of the four semi-finalists through a commemorative award, article and photo to be published in their respective AWNA community papers.

Eligibility:

Nominee: Nominations are open to any individual or group of individuals residing or working in a community served by a newspaper which is a member of the Alberta Weekly Newspapers Association, excluding employees, agents and representatives of Direct Energy or the AWNA, their advertising and promotional agencies, their affiliated companies (which, individually and collectively are hereinafter referred to as the "Contest Sponsor") and members of the respective immediate families of employees of Contest Sponsor and anyone with whom such employees are domiciled.

The nominee(s) must support the community in a volunteer/unpaid capacity. A nominee profile, of 750 words or less, highlighting the nominee's contribution to the community, must accompany any nomination form.

Designated Group: Each nomination form must also include the name of a designated charity, selected by the nominee, as the potential recipient of the \$5,000 donation. A designated group profile, of 250 words or less, detailing the group's contribution to the community, and indicating how the designated group would use the donation must accompany any nomination form.

Only those nomination forms which are fully completed, with required profile documents attached, will be considered.

Nomination forms will not be returned to nominating parties, and will become the property of the Volunteer Citizen of the Year Award committee.



Nomination Forms:

Nomination forms are available by visiting www.directenergy.com/vcoy or www.awna.com or can be picked up at AWNA member newspaper offices.

Deadline:

Nomination forms must be sent by May 7, 2010 to Maurizia Hinse at the Alberta Weekly Newspaper Association.

Address: 3228 Parsons Road
Edmonton, AB T6N 1M2

Fax: 780-438-8356

Selection Process:

A selection panel, composed of representatives designated by Direct Energy and the AWNA, will review all nomination forms received. The panel reserves the right to reject any nomination form. The panel also reserves the right to reject all applications and not make any award. This panel's decisions are final and binding. The selection panel will review and assess not only the contribution made by the individual(s) being nominated but the contribution made by the community group designated by the nominee, and their proposed use of the program donation.

Prizes:

If sufficient eligible nominations are received, a short list of five semi-finalists will be identified at the conclusion of the first round of nomination review. From this short list, a single Volunteer Citizen of the Year Award winner will be selected. Semi-finalists will all receive a commemorative plaque acknowledging their efforts, a \$1,000 donation to the community group of their designation and a photo in the AWNA paper serving their communities. The Award-winning citizen, or citizens, will receive a \$1,000 cash prize for their personal use from Direct Energy; receive a commemorative plaque acknowledging their efforts; and a photo in the AWNA paper serving their community. The award winner and finalists will also be profiled in promotional materials produced by Direct Energy and the AWNA. The community group designated by the Award recipient will be presented with a \$5,000 donation from Direct Energy. The winning designated group will also be profiled in promotional materials produced by Direct Energy and the AWNA.