



McDonald's® Corporation in collaboration with Nebraska Commission on Indian Affairs and the Chief Standing Bear Planning Committee are proud to present your school with this opportunity.

### **McDonald's® Chief Standing Bear Essay Contest**

**Purpose:** Generate an awareness in our youth and community of the many accomplishments of Ponca Chief Standing Bear

#### **Essay Guidelines:**

- Elementary School (4<sup>th</sup>, 5<sup>th</sup> Grade)-length is at least three paragraphs typed; original thinking/own opinions.
- Topic choice reflected in the essay.
- Due into McDonald's Corp Office, 6500 O Street, Lincoln NE 68510 on or before April 15<sup>th</sup>.

#### **Topic Choices:**

Please choose one of the following topics for your essay:

1. What can you do today to carry on Chief Standing Bear's vision of equality?
2. What would Chief Standing Bear do if he was alive today?

#### **Prizes/Awards:**

- There will be a total of 4 winners from the statewide contest.
- Each of the 4 winners will receive a \$50 Savings Bond and breakfast at McDonald's.
- The students will have the opportunity to read their essay at the State Capital during the Chief Standing Bear Celebration May 14<sup>th</sup>, 2010. Additional information will be communicated to the school when the winners are chosen. *Transportation and or lodging not provided by McDonald's or the State Celebration Committee*
- All winners will need to provide their social security number to receive the Savings Bond.
- McDonald's will publish all essay winners on tray liners to be distributed in local restaurants. Please return essay with a signed release form.

Please contact Cindy or Machel at 402-464-6090 McDonald's office for any additional questions.

RELEASE

I, \_\_\_\_\_, (print name) agree to allow the use of my photograph or other reproduction of my image and or information and statements made by me concerning CHIEF STANDING BEAR with regards to McDonald's® CHIEF STANDING BEAR ESSAY CONTEST, without compensation, and grant to McDonald's® Corporation, MY ESSAY AND ANY PHOTOGRAPHS, its affiliates, franchisees, as well as their agents any and all rights to this use.

Subject hereby release McDonald's® Corporation, McDonald's® of MCOPCO, its affiliates, franchisees, their officers, directors, employees, agents and all other parties in interest from any and all present or future claims, grievances, damages and causes of action that he/she may have arising out of or in connection with such use.

I acknowledge that I have carefully read the above RELEASE prior to its execution, and that I am fully familiar with its contents.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Legal Signature

\_\_\_\_\_  
Legal Signature of Parent or Guardian