

Explore.Act.Tell. Challenge Official Rules

2025-2026

Eligibility. Subject to the additional restrictions below, the “**Explore.Act.Tell. Challenge**” (the “Contest”) is open to: (i) full time students in grades 6-12 of a public or private school; (ii) who are home schooled students between the ages of 11-18; or (iii) between the ages of 11-18 and a member of non-profit youth organization or club (each a “Participant”) and subject to residency requirement below*. Employees and contractors of the Albertsons Companies Foundation (“Donor”), the Foundation for Impact on Literacy and Learning (“FILL”), and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and the children and legal dependents of such employees or contractors and any persons domiciled with, any such employees and contractors, are not eligible to enter or to win. The Donor and the FILL are referred to collectively as the “Contest Organizers”. * *Participants must be a resident of the District of Columbia or one of the 35 U.S. states where Albertsons Companies has a store.*

How To Enter. The Contest Entry Period will begin on September 16, 2025 at 9:00 a.m. (E.S.T.) and end at 11:00 p.m. (E.S.T.) on May 15, 2026. Participants shall participate as “Student Teams”. Each Student Team may consist of one individual or multiple individuals. Each Student Team must have a sponsoring teacher or sponsoring adult. Contest entry forms are available at and must be submitted only by sponsoring teachers or sponsoring adults via www.exploreacttell.org. A sponsoring teacher or sponsoring adult must submit the required entry information for each aspect of the Contest. Each entry must be accompanied by a statement signed by a school administrator (such as a school principal or assistant principal), leader of the home-schooled students or non-profit youth organization administrator confirming that parents or guardians of the Student Team members have authorized the school, home school, or organization to submit the entry. (Please

see additional requirements regarding participation in the “Participation” section below.)

Student Team Entry:

A “Student Team” will consist of one or more individuals in grades 6-12 or between the ages of 11-18, with a sponsoring teacher or sponsoring adult. Each participating Student Team will (1) research hunger and food insecurity in their community; (2) develop and execute a project to address a hunger issue in their community and record metrics related to results; and (3) create a story video and Contest submission about their work on a hunger issue. The sponsoring teacher or sponsoring adult will be required to submit a description of the project and its results via a fully completed Challenge Entry to Explore.Act.Tell at <https://exploreacttell.org/dashboard/>.

All Student Team entries must be submitted by the Entry Period deadline. There is no limit on entries per classroom, organization, or club (or their corresponding sponsoring

teacher or sponsoring adult); but limit one (1) entry per Student Team and each student may participate only as a member of one (1) Student Team.

The Contest Organizers will not be responsible for incomplete, lost, late, misdirected, garbled, inaudible, or illegible entries, or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Contest Organizers. All entries become property of FILL and none will be returned.

Winner Selection. Entries from Student Teams will be judged based on the required Contest submission documents, a story video and submission, including a clear description of the project and results. Judging criteria will include:

1. Story Video: Does the message clearly demonstrate the work in their project and inspire others to get involved? Is the information clear and easy to understand?
2. Project: did the project achieve the goal to address food insecurity set by the students? Do metrics show clear and measurable outcomes? Does the project description clearly reflect the goal, actions, and outcomes?

Team Awards and Odds.

Team Awards: Each winning team shall designate a non-profit public organization involved in hunger or food insecurity solutions of their choice to receive a grant. For clarification, the non-profit public organization could be an organization that a student or Student Team is a member of or it can be a non-profit organization selected by the Student Team. The grant shall be made by the Contest Organizers directly to the designated non-profit public organization, or the public school, or not for profit school of the Student Team. For the 2026 Contest there will be up to thirty (30) grants awarded to the non-profit 501(c)(3) organizations designated by each winning Team. Grants amounts may be between \$200 and \$5000. Each grant recipient will be required to provide written proof of its 501(c)(3) status to the Contest Organizers within the time specified by the Contest Organizers. Each winning Team shall be required to notify FILL in writing stating how and when the grant will be used to address food insecurity in their community. The winners of Team awards will be announced after judging is completed. Odds of winning depend on the number of eligible entries received and decisions of the judges. If there are less than thirty (30) teams participating in the Contest, the Contest Organizers reserve the right to award less than thirty (30) grants.

Early Entry Opportunity

There is an early entry deadline of January 9, 2026. The first thirty (30) teams who choose to enter their qualifying entry by this date, may be eligible for a small grant, not to exceed \$100.00. This small grant is to be used to continue the Teams' work to address local food insecurity. Grant recipients will be asked to submit, in writing, how the Team used this grant. If eligible, the entry will move forward into the annual Challenge for additional grant opportunities. This early deadline is meant to encourage Student Teams to perform their project work in the first part of the school year and submit their entry as soon as the project is completed. All early entries will be included in the one annual judging round for 2025-2026, with a deadline of May 15, 2026. Each entry is final when it is submitted, and no changes or additions are allowed.

Winner Notification and Acceptance. Winners will be notified on or about July 15, 2026. FILL will contact each winning Team's teacher or sponsoring adult by phone at the number listed on the entry form. FILL will call during regular business hours at number provided on entry form. Failure to reach the respective teachers or sponsoring adults by phone may result in disqualification of winners, forfeiture of their interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. A winning Team and/or its designated charity may waive their right to receive a prize. Prizes are non-assignable and non-transferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and FILL reserves the right to substitute prizes of equal or greater value. Winners may be required to complete an affidavit of eligibility/liability certifying that the entrant's submission is entrant's original work, that entrant owns right to the work, that the submission has not previously won an award or prize in a contest and has not previously been published, and that entrant has complied with the Official Rules of the Contest. Winners (including the charities receiving the grants) may also be required to complete a liability and publicity release (except where prohibited by law), which must be returned as instructed. Failure to sign and

return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes each winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose (including without limitation the Internet), or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Contest Organizers.

Participation. By participating, the school or organization, the teacher and the sponsoring adult represent that each has the right to submit entries on behalf of the Participants regardless of age and the right to agree on behalf of Participants to be bound by these Official Rules and the decisions of FILL. FILL reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by. In the event the Contest is compromised by tampering or other causes beyond the reasonable control of, which corrupts or impairs the administration, security, fairness or proper operation of the Contest, FILL reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, FILL reserves the right to award prizes based on the entries received before the termination date. Participants acknowledge and agree that Contest Organizers shall have the right in perpetuity to edit, adapt, modify, reproduce, publish, promote, create a sound recording of, broadcast, or otherwise display or use entries, photographs, or other materials submitted by Participants, in any way it sees fit without limitation or compensation to entrants. Any questions regarding the number of entries submitted shall be determined by FILL in its sole discretion, and FILL reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest. FILL further reserves the right to disqualify any entry that is alleged to infringe

on any third-party's intellectual property rights, or that FILL deems obscene, offensive or otherwise inappropriate for viewing by a general audience.

Information submitted to FILL is subject to the terms of Privacy Policy, which can be found at: www.fill.foundation and to the terms of the Donor's Privacy Policy, which can be found at: www.exploreacttell.org

Copyright. By entering the Contest, each Participant grants to Contest Organizers an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the Participant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each Participant further agrees that if his/her entry is selected by Contest Organizers as the winning entry, he/she will sign any additional license or release that Contest Organizers may require and will not publicly perform or display his or her submission without the express permission of Contest Organizers.

Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

Contest Organizers. The "Explore.Act.Tell. Challenge" is funded by the Albertsons Companies Foundation and administered by FILL. The decisions of FILL and the Contest judges regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Contest Organizers will not be responsible for typographical, printing or other inadvertent errors omissions in these Official Rules or in other materials relating to

the Contest. For a list of winners (available after July 15, 2026) or a copy of these Official Rules, please contact hello@exploreacttell.org. If you have any questions regarding this Contest, please contact Diane Barrett at Dbarrett@fill.foundation.

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.

8-23-2025 version

