



Nestlé

# Very Best In Youth

Entry Form and Guidelines



# Nestlé Very Best In Youth 2003

In July of 2003, Nestlé Very Best In Youth 2003 (pictured below) were honored at a special ceremony in Hollywood, California. In addition to the black tie awards ceremony, winners and their families had breakfast at Nestlé Corporate Headquarters, met astronaut Sally Ride, and spent a day at Disneyland. Here is what some of the winners had to say about their trip.

*"The weekend was amazing! Never have I been treated so wonderfully. The experience was unforgettable."*

- Eva Amessé, Age 14, Staten Island, New York

*"It was like a dream. My family and I will never forget this weekend of a lifetime."*

- Jillian Bontke, Age 18, Houston, Texas

*"It was an unforgettable opportunity to share time with other youth who share my desire to create a better tomorrow through leadership and literacy today."*

- William Dunkelmann, Age 13, Houma, Louisiana

*"The whole weekend was incredible."*

- Courtney Holder, Age 15, LaFollette, Tennessee

*"It was very fun. I think everything was perfect. It was a weekend I will never forget."*

- Eric Leonhardt, Age 10, Columbia, South Carolina

*"The Nestlé Very Best In Youth weekend was superior to any event in which I have partaken. I cannot thank you enough for the hospitality, gifts and monetary awards I received."*

- Candace Peebles, Age 15, Memphis, Tennessee

*"The overall experience was one of the best weeks of my life. I met so many wonderful people, including the staff at Nestlé. I was also able to experience a new and exciting city."*

- DeVaughn Powell, Age 18, Milwaukee, Wisconsin

*"My whole family came home so excited and inspired to do stuff in our community. It was the greatest weekend of my life, but it's like it's not really over, because we are home doing projects that were inspired by being at Nestlé."*

- Becca Robison, Age 12, Layton, Utah

On the cover:

Seven of the 38 Nestlé Very Best In Youth 2003 winners.

On this page:

31 of the 38 Nestlé Very Best In Youth 2003 winners.



Becca Robison, age 12, of Layton, Utah after introducing the first female astronaut, Dr. Sally Ride, to fellow Nestlé Very Best In Youth winners.



Cindy and Melissa Youssef, ages 17 and 13, respectively of Greenville, South Carolina with their parents and the Nesquik Bunny in front of Nestlé Corporate Headquarters.



Carol Rasco, President and CEO of Reading Is Fundamental and Brad Alford, President and CEO of Nestlé Brands Company congratulate Dana Fink, age 15, of Atlanta, Georgia, on receiving her specially designed Nestlé Very Best In Youth award.



The Nestlé Very Best In Youth 2003 winners joined by the contest sponsors at the black tie awards ceremony in Hollywood, California.

# Program Guidelines

The Nestlé Very Best In Youth, co-sponsored by Nestlé and Reading Is Fundamental (RIF), honors young people who have made reading a priority and in the process have made tangible contributions to the quality of life in their communities. The young people, selected from nominations from RIF coordinators, volunteers, parents, and teachers will be featured in a special publication and honored at a ceremony in Los Angeles, California in July, 2005. All nominees will receive a certificate.

## Eligibility

- Nominee must be a legal resident of the 50 U.S. and District of Columbia, between 10 and 18 years of age. Employees and the families of Nestlé USA, Inc., Reading Is Fundamental, Inc., their affiliates, subsidiaries and advertising agencies are ineligible.
- Parent or legal guardian must grant permission for youth to be nominated.

## Nominations

- Nomination form must be completed by the nominee.
- Nomination form must be submitted as one packet with a recent photo (not larger than 5"x7") of the nominee, a signed consent form from the parent or legal guardian, copies of report cards or transcripts, and two letters of recommendation by **November 01, 2004** to:  
Nestlé Very Best In Youth  
P.O. Box 29059  
Glendale, CA 91209

## Prizes

- Judges will select a minimum of 25 outstanding youths who will be profiled in a book which will be published in the summer of 2005. If winner is unable to attend awards ceremony, prizes will be forfeited and another

At ten or eighteen, young people of all ages can make a difference, whether it's fifth graders sharing their reading skills with struggling inner-city children or raising money for children's hospitals, flood victims, and homeless shelters. The Nestlé Very Best In Youth is designed not only to recognize young people for their outstanding achievements, but also to inspire other young people to do their very best.

Every day, all across the country, young people are making their communities better. To help, Nestlé donates \$1,000 to the favorite charity of each Nestlé Very Best In Youth winner. In the past winners have used the money to set up a RIF program at a local elementary school, create sports programs for handicapped kids, augment feeding programs for the homeless, and buy books for underprivileged youngsters.



*Right: Chanel Kingan of Peoria, Arizona presents her Nestlé donation to Barry Korb, President of SunValley Animal Shelter and Rob Mageehee, SVAS Manager.*



*Left: David Steinmetz of Woodbridge, Connecticut auto-graphing copies of the Nestlé Very Best In Youth 2003 book at the Hospice and Home Care By The Sea, where he donated part of his Nestlé money and where his deceased father volunteered.*

winner may be selected.

- Each winner will also receive a trip with his/her parent or legal guardian to Los Angeles, California for the Nestlé Very Best In Youth awards ceremony. Trip will include round trip coach air travel, hotel accommodations for four nights (one room, double occupancy) and \$600 spending money (approximate retail value up to \$2,400).
- Nestlé will also donate \$1,000 in the name of each winner to the charity of his/her choice.
- Each youth nominated will receive a Certificate of Appreciation from Nestlé and Reading Is Fundamental.
- No cash substitutions for prizes will be permitted and

prizes are non-transferable. Prizes won by a minor will be awarded in the name of the parent or legal guardian. Federal, state and local taxes are the sole responsibility of the winner. Winners will be required to sign affidavits of eligibility and release. By submitting an entry, a potential winner agrees to allow use of his or her name and/or photograph for advertising this or similar promotions without compensation. Entries (including photos) and all rights of ownership and reproduction of same will become property of Nestlé USA, Inc., and will not be returned. Void where prohibited, restricted or taxed. Subject to all federal, state and local laws.

## Judging

- Judges will select the winners from all eligible entries received.
- The nominees will be judged based on the information provided on the nomination form (i.e. strong academic record, special contribution to school, church, or community, demonstration of good citizenship or a personal obstacle the youth has overcome).
- In the event of a tie the judges will select the winner.
- Winners will be notified by February 14, 2005.
- Decisions of the judges will be final.

## Criteria

- Youth must demonstrate good citizenship and a strong academic record (GPA, honors, etc.). Copies of the student's current report card or transcript must accompany the nomination form.
- Youth may have made a special contribution to school, church, or community. Youth may have taken the lead role in planning and implementing activities to aid individuals or groups.

- Youth should be an avid reader who regularly spends time with books and shares the pleasure of reading with others.
- Youth may have overcome a personal obstacle, either physical, economic or social.

## Sponsors

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LIBBY'S® JUICY JUICE®  
NESTLÉ® NESQUIK®  
NESTLÉ® CRUNCH®

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## In Her Own Words

Few classic stories in a child's life begin with "once upon a time," but a Nestlé Very Best In Youth story does--it goes like this: Once upon a time, young people cared enough to make a difference in our world. Nestlé and Reading Is Fundamental (RIF) recognized this and chose to honor them. They brought them together, published their stories, and gave them the "red carpet treatment" on the way to a gala ball. For these young people, the ball didn't end at midnight, and the magic of that memory will last forever.

During the summer of 2001, I became one the thirty-four Nestlé Very Best In Youth--a group of outstanding young people who derive pleasure from helping others and making our communities better places to live. We are avid readers and do-gooders. We overcome the obstacles in our paths and try to find the best in others and ourselves.

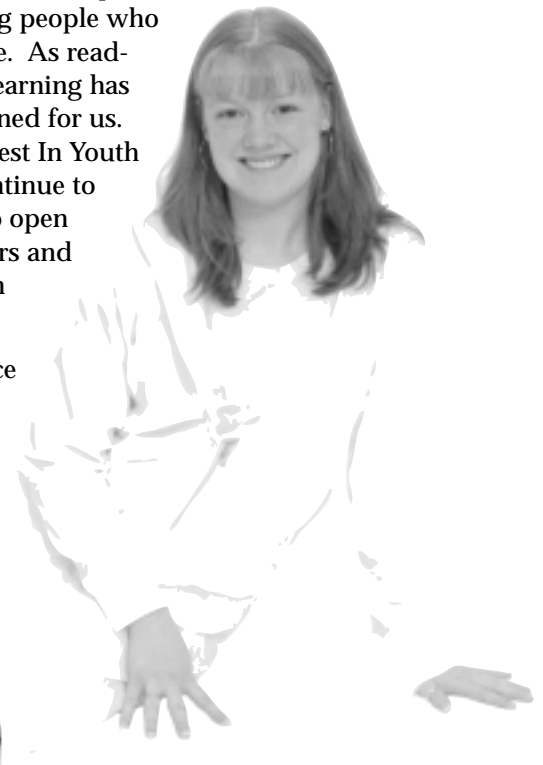
Since being honored as a Nestlé Very Best In Youth, I've continued to grow and challenge myself. During my first two years in high school, I have been home schooled, earned college credit, and participated in my first dragon boat race. In May 2002, I was invited to speak at Survivor's Day, a celebration of cancer survivors. My Nestlé donation helped to make it possible. Vince Papale, a former Philadelphia Eagles football player, gave an inspirational speech about facing the reality of having cancer. He had the audience crying one minute and laughing the next. I knew

he would be a hard act to follow. That night, I found the courage to speak to an audience of more than five hundred people--news crews included, cameras rolling.

At the end of the evening, a young lady approached me. In a soft voice, she said, "Thank you for your generosity, that was the most unselfish thing that anyone could have done." When I think of her today, it still brings tears to my eyes.

The collaboration of Nestlé and RIF has resulted in the Nestlé Very Best In Youth award, a tradition that continues with each new group of winners. These organizations take pride in supporting young people who make a difference. As readers, the door to learning has forever been opened for us. As Nestlé Very Best In Youth winners, let's continue to use our talents to open the door for others and whenever we can read to a child.

-Courtney Wallace





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# VERY BEST IN YOUTH



## Nomination Form

Name:

Street Address:

City, State, Zip:

Home Telephone Number:

Sex:

Age:

Birthdate:

Name of Parents/Guardians:

Daytime Telephone of Parent or Guardian:

School Currently Attending:

School Street Address:

City, State, Zip:

School Telephone Number:

Are you currently, or have you in the past year, participated in Reading Is Fundamental (RIF) and received free books to keep?

No:

Yes:

If so, RIF Program I.D. Number:

Name of RIF Coordinator:

Telephone Number:

How did you hear about the Nestlé Very Best In Youth program?

Internet    Former Winner (Name: \_\_\_\_\_)    RIF    School    Other (Specify: \_\_\_\_\_)

Please answer the following questions on a separate sheet of paper. Please print or type your responses.

1. List some of your academic achievements. (GPA, honors, etc.)
2. What are your career aspirations (college, profession, etc.)?
3. What type of contribution have you made to the betterment of your community?
4. Who are your role models and why?
5. List all the volunteer activities you are involved in.

6. Have you overcome a personal obstacle, either physical, economic, or social? If so, please describe in detail.

7. In your opinion, what is the major problem in the world? Why? How would you solve the problem?

8. What book has had the most effect on your life and why?

A complete nomination packet consists of the following materials grouped together:

- Completed Nomination Form
- Answered essay questions (1-8)
- A recent photograph (not larger than 5"x7")

- Signed parent consent form
- Proof of academic standing (transcript or recent report card)
- Two letters of recommendation with the accompanying recommendation form. One letter of recommendation must be from someone connected to your school (teacher, counselor, principal or RIF coordinator).

Mail nomination packet to:

Nestlé Very Best In Youth  
P.O. Box 29059,  
Glendale, CA 91209.

**Deadline: November 01, 2004**



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VERY BEST IN YOUTH



## Parental Participation Consent

I, \_\_\_\_\_ (“Guardian”),

being duly sworn, represent that I am the parent or legal guardian of

\_\_\_\_\_ (“Minor”)

who has been nominated in the Nestlé “Very Best In Youth” Program (“Program”) in accordance with the Official Rules, which I read and understood before Minor was entered in the Program. Minor is not, nor is any member of his/her immediate family, employed by Nestlé USA, Inc., Reading Is Fundamental, Inc., any of their subsidiaries, affiliates, or advertising/promotion agencies. Minor is a legal resident of the U.S. I understand that if Minor is selected as a winner under the Program, Minor

will be profiled in a book to be published in the summer of 2005 and will also receive a trip with one parent or legal guardian to Los Angeles and be honored at the Nestlé Very Best In Youth awards ceremony. I further understand that minor must be available to participate in the trip and be present at the awards ceremony.

I hereby consent to allow Minor to be nominated and participate in the Nestlé “Very Best In Youth” Program.

Minor’s Name: \_\_\_\_\_

Name of Parent or Legal Guardian: \_\_\_\_\_

Parent or Legal Guardian Sign Here: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Home Telephone Number: \_\_\_\_\_

Daytime Telephone Number: \_\_\_\_\_

Date: \_\_\_\_\_



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VERY BEST IN YOUTH



## Recommendation Form #1

Name of Nominee:

Street Address of Nominee:

City, State, Zip:

Name of Person Completing this Form:

Street Address of Person Completing this Form:

City, State, Zip:

Telephone Number:

Relationship to Nominee:

Profession:

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At ten or eighteen, young people of all ages can make a difference, whether it's fifth graders sharing their reading skills with struggling inner-city children or raising money for children's hospitals, flood victims, and homeless shelters.

The Nestlé Very Best In Youth is designed not only to recognize young people for their outstanding achievements, but also to inspire other young people to do their very best.

Your recommendation should include details about the nominee's academic accomplishments, service to the community, career goals and interests, leadership roles, and any obstacles the nominee has overcome. Also of interest is the nominee's relationship with his/her peers and family members. Please include any anecdotes that relate the nominee's literacy skills or love of books and reading to his/her commitment to the community. Please type your responses.

Return this completed form to the nominee. It must be enclosed with the nomination form as part of the completed packet.



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VERY BEST IN YOUTH



## Recommendation Form #2

Name of Nominee:

Street Address of Nominee:

City, State, Zip:

Name of Person Completing this Form:

Street Address of Person Completing this Form:

City, State, Zip:

Telephone Number:

Relationship to Nominee:

Profession:

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