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About the contest

BBB Life Lessons is a theme-based essay contest that challenges students to reflect on living a life of integrity and ethics. The essays are submitted online and reviewed by a panel of judges. The top six essays are then awarded scholarships ranging from \$500 - \$2,500. Go to bit.ly/CantonBBBLifeLessonsEssayContest to learn more.

What are the benefits?

- Helps build and strengthen self-narrative writing skills.
- Great practice to increase SAT writing test scores and college entrance essays.
- Promotes healthy inner reflection and cognitive awareness of one's actions.
- Encourages students to act ethically in life.
- Provides scholarship opportunities for all high school seniors regardless of current GPA or method of further education.
- Inspires young people to discover for themselves ethical core values.
- Encourages students to have meaningful discussions with parents and teachers about ethical values and lasting impact.
- Winners are awarded scholarships ranging from \$500 - \$2,500.
- Helps students better understand the Better Business Bureau organization's mission and our role in promoting business ethics in the community.

Who can enter?

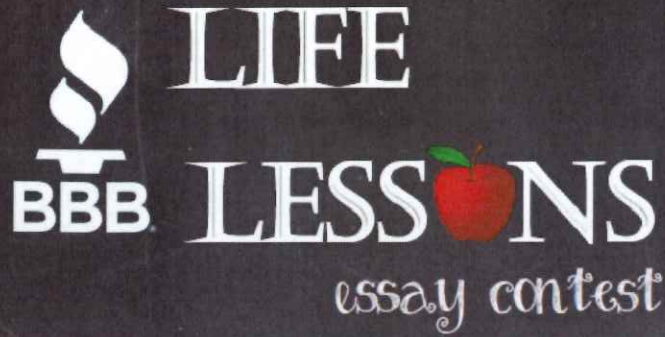
The BBB Life Lessons Essay Contest is available to any **high school senior** living in or attending a high school located in the state and counties listed below. There is no minimum GPA requirement to apply for this scholarship. Scholarship funds must be used to attend a career/technical, college, university, or trade school after high school graduation.

Ohio: Belmont, Carroll, Guernsey, Harrison, Holmes, Jefferson, Monroe, Morgan, Noble, Stark, Tuscarawas, Washington.

West Virginia: Barbour, Boone, Braxton, Brooke, Cabell, Colhoun, Clay, Doddridge, Fayette, Gilmer, Grant, Greenbrier, Hampshire, Hancock, Hardy, Harrison, Jackson, Kanawha, Lincoln, Lewis, Logan, Marion, Marshall, Mason, McDowell, Mercer, Mineral, Mingo, Monongalia, Monroe, Nicholas, Ohio, Pendleton, Pleasants, Pocahontas, Preston, Putnam, Raleigh, Randolph, Ritchie, Roane, Summers, Taylor, Tucker, Tyler, Upshur, Wayne, Webster, Wetzel, Wirt, Wood, Wyoming.

BBB® Charitable & Educational Fund, Inc.

1434 Cleveland Ave NW · Canton, OH 44703 · Phone: 330-454-9401 · Fax: 330-456-8957



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Theme and Expectations

The theme for the 2024 essay contest is **'TRUST'**. Trust plays a vital part in the marketplace. Describe how businesses establish trust with consumers through marketing, and how consumers can determine if the marketing is truthful and the company is one, they can trust.

Essays should clearly demonstrate the use of the theme topic.

- The essay must relate to a life experience and demonstrate self-reflection and learning.
- The essay should be original and connect with and evoke emotion in the reader.
- Essays should be easy to read, clearly written, and flow smoothly.

Submitting Essays and Contest Deadline

Students may begin submitting entries starting January 3, 2024. All entries must be **submitted online no later than midnight on Friday, March 1, 2024**. No entries will be accepted after the deadline date. Essays should not exceed 1,000 words, typed, and double-spaced. **There should be no header or personally identifiable information within the essay.** Students are asked to submit an electronic version of their essay, along with a completed entry form using the Google form on our website bit.ly/CantonBBBLifeLessonsEssayContest

Judging Criteria

Essays will primarily be judged on their content and the best overall use of the contest theme to describe a life lesson. Some importance to presentation and mechanics of writing will be considered in judging to the extent that thoughts within the essay are clearly understood. In instances where content has equal merit, the essay which is better written or presented will be given a higher score.

Prizes & Winners

Scholarships will be awarded to the top six submitted essays. Amounts are indicated below. Winners will be recognized by receiving a certificate of recognition and a scholarship award. Scholarship amounts will be paid in July to the college, university, tech, or trade school the student will be attending after high school graduation. Prize awards: 1st place \$2,500, 2nd place \$1,500, 3rd place \$1,000, 4th place: \$500, 5th place: \$500, 6th place: \$500.

Questions? Contact Amanda Tietze at 330-454-9401 x 119 or bbblifelessonscontest@cantonbbb.org

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LIFE

LESSONS
essay contest



BBB



\$2,500
Scholarship
Opportunity

No Minimum GPA Required

Open to all high school seniors located
in the BBB's 64 county service area

Funds can be used for career,
technical, college, or trade school

Scholarships range
from \$500 to \$2,500



SCAN ME



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