

# TFK Extra!

A SUPPLEMENT TO TIME FOR KIDS

## JOIN THE Ask, Listen, Learn Team



Take the  
**Ask, Listen,  
Learn Pledge**

**Meet Pros Who No**  
Apolo Anton Ohno & Dara Torres

**Live Healthy**  
How to say YES to a  
healthy lifestyle and NO  
to underage drinking



THE  
**CENTURY COUNCIL**  
FIGHTING DRUNK DRIVING & UNDERAGE DRINKING

[asklistenlearn.com](http://asklistenlearn.com)

# HEY! WHAT'S IT A.L.L. ABOUT?

## Are You in the "No"?

**Q:** At your age, how much alcohol is too much?

**A:** The answer is simple: If you are under the legal drinking age, any amount of alcohol is too much.

For more answers to your questions—and fun activities—go to [asklistenlearn.com](http://asklistenlearn.com).

**Who is on the Ask, Listen, Learn Team?** They're people like you who want to excel and be the best they can be at what they do. The secret to being an Ask, Listen, Learn Team member is saying yes to a healthy lifestyle and no to underage drinking.

Don't believe it? **Ask** your parents and teachers. **Listen** to their advice. They can help you **learn** about making positive choices and why you shouldn't drink alcohol.

If you know how to **ask, listen** and **learn**, then you know how to stay safe. Alcohol can be one of the biggest risks to people your age. It is also one of the easiest risks to avoid.

Use these pages to discover ways you can become part of the Ask, Listen, Learn Team and stay on the right track.

**Ask. Listen. Learn.** That's A.L.L. you have to do.



## SHARE YOUR STYLE

To be on the Ask, Listen, Learn Team, you don't need to be a world-class athlete like Apolo Anton Ohno or Dara Torres. You could be a violinist, science-test-taker, big sister—whatever!

Besides living a healthy lifestyle, there are other ways of living that every Ask, Listen, Learn Team member shares. We've listed just a few of them below.

There's a scrambled word in each of the Ask, Listen, Learn Team member tips. If you unscramble them correctly, the first letters of the new words will spell out a secret word.

### TEAM TIPS

**CHOW KNOW-HOW:** What's on your plate? How about in that glass? Keep **T C A R K** of what you eat and drink to make sure it's the right amount for you—and visit [mypyramid.gov](http://mypyramid.gov) for healthy nutrition ideas.

**HOP TO IT:** Or run. Or bike. Or swim. Just get up and get moving—start with 30 minutes **C A E H** day and build from there.

**STICK TO IT:** Write a song. Get an A. Win the race. Set a goal and work hard to **C H E I V E A** it—don't give up!

**DON'T GO WITH THE FLOW:** When it comes to underage drinking, **K E A M** the right choice. Remember, sometimes what you don't "no" can hurt you.

**SECRET WORD:** \_\_\_\_\_

(Scrambled words: each, track, achieve and make. Secret word: team)

## TOP 10 Ways Out

Saying yes to a healthy lifestyle means saying no to underage drinking. But people your age sometimes feel it's hard to say no to alcohol—even to a best friend. If anyone offers you a drink, be prepared with an answer to refuse it. That way, you won't feel pressured to think one up on the spot.

Below are seven possible ways to say no that were all written by kids like you. Try to remember a few—and make up three of your own, too.

- 1 I'm not a follower. I'm a leader—and I'm saying NO!
- 2 That's not my style.
- 3 No way, that's not for me.
- 4 I'm not a drinker, I'm a thinker!
- 5 No thanks. I'm allergic to alcohol.
- 6 Sorry, but alcohol is not good for my gorgeous body.
- 7 I'm way too cool for that stuff.

**Your lines:**

- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_



# Ask Athletes Who No



**APOLO ANTON OHNO**

Born in Seattle, Washington, the most decorated U.S. Winter Olympian and champ of *Dancing with the Stars* knows what it takes to be at the top of his game. We caught up with the famous athlete to ask him a few questions.



**DARA TORRES**

This swimmer from Florida has competed in five Summer Games over the past 26 years. And her dedication has paid off with 12 Olympic medals! Keep reading to see what she says about competing at her best.

**Q:** How would you define someone who is on the Ask, Listen, Learn Team? Can anyone be on the Ask, Listen, Learn Team?

**A:** I believe every member of the Ask, Listen, Learn Team is a champion—not necessarily because they've won a race or a competition, but because of how hard they work to prepare. For me, preparation is the big thing. If I leave no stone unturned, I have no regrets. That's important for kids of all ages to realize. If you can finish a competition with no regrets, you can walk away with your head held high. Even if you don't win, it doesn't make your effort any less worthwhile. I truly believe anyone with that kind of positive attitude, focus, and commitment to teamwork can become a member of the Ask, Listen, Learn Team.

**Q:** Do you get nervous before a competition?

**A:** I wouldn't say nervous. More anxious than anything. That's a natural, healthy feeling. If I'm too relaxed, then it doesn't feel like a competition.

**Q:** What drew you to short-track speed skating?

**A:** It's so intense. The preparation involved is insane. And it's so dynamic and fast. It's got everything an American would want in a sport.

**Q:** Staying healthy is so important for your performance. Is it tough to be disciplined about keeping fit and watching what you put into your body?

**A:** I enjoy living a healthy lifestyle. I'm full-bore into being as healthy as possible. I can have an awesome time with my friends without alcohol. Some people feel they need it to loosen up, but in reality, you just need time to be comfortable in your own skin.

**Q:** Have you always been really conscious of your health and conditioning?

**A:** Always. One of the reasons I didn't drink when I was younger is because I knew what it did to you. I'd see some of the swimmers at morning practice after a night of drinking, the way they looked and felt, and I really wanted to swim fast. I didn't want to be in that state the other athletes were in if they'd gone out and partied.

**Q:** How did you get involved in swimming?

**A:** My parents had a pool in the back-yard and wanted me to be water-safe, so I got in the water at an early, early age. I started swimming on a team at about age 7 or 8, and fell in love with standing up on the blocks and racing and competing.

**Q:** What's your favorite swimming event?

**A:** The 50-meter freestyle. It's the most challenging event because you can't make a mistake. It's a 24-second zip down the pool, and your start and your finish all have to be on. I like how it goes by quickly, too. I'm a pure sprinter, so the shorter, the better.

**Q:** Do you ever get nervous before a competition?

**A:** Oh my gosh, always! You'd think after all these years, I wouldn't. But it's a good thing. Nervousness is all about adrenaline, and you want that. If you feel like you've done everything you possibly can to prepare, you can go out there and channel that nervous energy, and . . .

To read the rest of Dara's interview, visit [asklistenlearn.com](http://asklistenlearn.com).



Kids and alcohol don't mix.

# Be the Captain of the Ask, Listen, Learn Team CONTEST



One lucky winner's picture could appear in a Century Council ad in SI KIDS magazine!

## THE Ask, Listen, Learn Pledge

The Ask, Listen, Learn Pledge is designed to help you stay healthy and active by making an agreement with yourself to make good decisions.

- I pledge to say "yes" to a healthy lifestyle and "no" to underage drinking.
- I pledge to stay active by committing to 30 minutes a day of a healthy activity of my choice (walking, shooting hoops, DDR, etc).

MY SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

(I have read and understand the pledge.)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Age \_\_\_\_\_

Email (for winner notification only) \_\_\_\_\_

Name of Parent/Legal Guardian \_\_\_\_\_

PARENT/GUARDIAN SIGNATURE \_\_\_\_\_

I will support the above-named Ask, Listen, Learn Team member in reaching his/her goals.

Entries must be received by 7/31/10.

Mail the completed entry form to:

Be the Captain of the Ask, Listen, Learn Team Contest,  
2345 Crystal Drive, Suite 910, Arlington, VA 22202.



## HOW TO ENTER

### STEP ONE:

Write an essay about why you should be the Captain of the Ask, Listen, Learn Team. The essay must be 400 characters (not counting spaces) or less. Use the pages in this guide for ideas and inspiration.

### STEP TWO:

Send in your essay! There are two ways:  
1. Fill in the entry form on this page with your parent or guardian and mail it with a copy of your essay to: 2345 Crystal Drive, Suite 910, Arlington VA 22202.

OR

2. Go online to [www.asklistenlearn.com](http://www.asklistenlearn.com) with your parent or guardian. You'll find instructions for submitting your essay there.

### STEP THREE:

Chill out!

After the judges read through the essays, they will select a Grand Prize Winner.

### STEP FOUR:

Bask in the glow of fame!

The Grand Prize Winner will get his or her picture in an ad in a future issue of SI KIDS magazine. The picture will be next to a VIP—that's a Very Important Person who also says yes to a healthy lifestyle and no to underage drinking.

**GOOD LUCK!**

**OFFICIAL RULES: NO PURCHASE NECESSARY TO ENTER OR WIN.** For complete Official Rules, visit [www.asklistenlearn.com/rules](http://www.asklistenlearn.com/rules). The "Be the Captain of the Ask Listen Learn Team Contest" ("Contest") begins at 12:01 am EST on April 1, 2010 and ends at 11:59 pm EST on July 31, 2010. Open to legal residents of the 50 United States and District of Columbia between the ages of 9 and 13 at time of entry. The Sponsor of this Contest is The Century Council, 2345 Crystal Drive, Suite 910, Arlington, Virginia 22202. Employees of Sponsor or SI KIDS and Time for Kids, their respective parents, affiliates, subsidiaries, advertising and promotions agencies and any other individual company involved in the development or execution of the Contest and members of their immediate families and persons living in their households are not eligible to win. All federal, state, and local laws and regulations apply. Void where prohibited by law. Contest is governed by U.S. law. 1. HOW TO ENTER: No purchase or payment of any kind is necessary to enter or win this Contest. Visit [www.asklistenlearn.com](http://www.asklistenlearn.com), register to become a member of the Ask Listen Learn Team and submit an essay describing why you should be Captain of the Ask Listen Learn Team (for a month) in 400 characters or less. Parental consent required to become a member of the Ask Listen Learn Team. Limit one entry per person for the duration of the Contest. All Sponsor privacy policies apply. Sponsor is not responsible for entries not received for any reason, including but not limited to entries that are lost, late, illegible, misdirected or mutilated, including due to transmission, technical, and/or network failures of any kind, including, without limitation, malfunctioning of any hardware or software, human error, or any other error or malfunction. Entrants may not submit or upload any personal information either when registering to be a member of the Ask Listen Learn Team or submitting their essay. "Personal information" includes individually identifiable information, including any persistent identifier that is tied to such identifying information, such as first and last name, address, telephone number, or Social Security Number. Entry materials that have been tampered with or altered are void. Sponsor reserves the right to use any information submitted by entrants. Entries become sole property of Sponsor and none will be acknowledged or returned. By entering, Entrant warrants that his or her entry (1) is original and does not infringe the intellectual property rights of any third party, (2) has not been published in any medium, and (3) has not previously won an award. 2. PRIZES AND APPROXIMATE RETAIL VALUE: One Winner will have his or her picture appear in an issue of SI KIDS magazine along with a VIP, in an advertisement telling other kids what it takes to be a member of the Ask Listen Learn Team and the importance of saying "yes" to a healthy lifestyle and "no" to underage drinking. Winner and winning essay will also be featured on Sponsor's web site for one month. All other expenses not specified herein are the responsibility of the Winner. ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER. The prize is awarded without warranty, express or implied, of any kind. Limit one prize per person or household. Approximate retail value is \$0. 3. JUDGING: One member of the Century Council staff and one Century Council advisory board member ("Judges") will evaluate submitted essays based on creativity, originality, and incorporation of Ask Listen Learn Team ideals embodied at [www.asklistenlearn.com](http://www.asklistenlearn.com) and announce a winner on August 16, 2010. Winner will be asked to submit three (3) pictures to Sponsor, who will pick which picture will appear next to that of a VIP in SI KIDS magazine. Odds of winning depend on number of entries received. Winner will receive no compensation or other form of consideration for appearing in SI KIDS magazine. Prize may not be exchanged or redeemed for cash, sold, or traded. All decisions made by Judges are final. All decisions of Sponsor concerning all matters related to this Contest are final. Sponsor reserves the right to substitute a prize, in which case a prize of equal or greater value will be awarded. Winner and winner's parent will be required to sign and return to Sponsor within seven (7) days an affidavit of eligibility and liability/publicity release (except where prohibited) affirming his or her agreement to all terms, conditions, and restrictions in these Contest rules. 4. CONDITIONS OF PARTICIPATION: Winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. No transfer, assignment, or substitution of a prize is permitted, except Sponsor reserves the right to substitute prize (or prize component) for an item of equal or greater value at Sponsor's sole discretion. Nothing in these official contest rules shall obligate Sponsor to publish or otherwise use any entry submitted in connection with this Contest. All federal, state and local laws and regulations apply. Entrants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Contest. By entering, Entrant represents that any designs and other materials submitted as part of Entrant's Contest entry are original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Entrant owns or has the rights to convey any and all right and title in such designs and other materials. In addition, by entering, Entrant grants to Sponsor a non-exclusive, worldwide, royalty-free license to edit, publish, promote, republish at any time in the future and otherwise use Entrant's submitted design, along with Entrant's name, likeness, biographical information, and any other information provided by Entrant, in any and all media for possible editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law). Potential Winner, and parent or legal guardian where the Potential Winner has not reached the age of majority in their state of residence at time of entry, as a condition of receiving any prize, also may be required to sign and return an Affidavit of Eligibility, a Liability Release and where legally permissible a Publicity Release and confirmation of a license as set forth above within seven (7) days following the date of first attempted notification, certifying, among other things, the following: (a) entry does not defame or invade the privacy of any party; (b) entry does not infringe upon the rights of any third party; and (c) the design and other materials submitted are original and have never been published and entry has never won an award. Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Acceptance of the prize constitutes permission for Sponsor and its agencies to use Winner's name and/or likeness, biographical information, and design for advertising and promotional purposes without additional compensation, unless prohibited by law. By entering and/or accepting prize, Entrants and Winners agree to hold Sponsor and its promotional partners, its directors, officers, employees and assigns harmless for liability, damages or claims for injury or loss to any person or property relating to, in whole or in part, directly or indirectly, participation in this Contest, the acceptance and/or subsequent use or misuse, or condition of any of the prizes awarded, or claims based on publicity rights, defamation, or invasion or privacy. False or deceptive entries or acts will render the Entrant ineligible. Sponsor, in its sole discretion, reserves the immediate and unrestricted right to disqualify any entrant or prize winner, if either commits or has committed any act, or has been involved or becomes involved in any situation or occurrence which the Sponsor deems likely to subject the Sponsor, entrant or winner to ridicule, scandal or contempt or which reflects unfavorably upon the Sponsor in any way. If such information is discovered by Sponsor after a winner has received notice of his prize and before the prize is awarded, Sponsor may rescind the prize in its entirety. If a portion of his/her prize has already been awarded, Sponsor may withdraw the remainder of the prize that has been fulfilled. Decisions of the Sponsor are final and binding in all matters related to this paragraph. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the contest, or in the announcement of the prize. 5. INTERNET: Sponsor is not responsible for lost or late entries or for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to select winners from eligible entries received as of the termination date. CAUTION: Any attempt by a contestant to deliberately damage any Web site or undermine the legitimate operation of the game is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such contestant to the fullest extent of the law. If there is a dispute as to the identity of the Entrant, the prize will be awarded to the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned. Entrants agree not to upload, post or transmit any materials which contain any computer viruses, Easter eggs, worms, Trojan Horses or other harmful component or programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data, or personal information. Entrants also agree not to provide or upload any content which is defamatory, threatening, distasteful, racist, unlawful or otherwise objectionable. 6. GOVERNING LAW: This Contest is governed by the internal laws of the state of New York without regard to principles of conflict of laws. All cases and claims pertaining to this Contest must be brought in a court of competent jurisdiction in the City of New York, without recourse to class action statute. 7. SEVERABILITY: If any provision of the Rules is found to be invalid or unenforceable by a court of competent jurisdiction or appointed arbitrator, such determination shall in no way affect the validity or enforceability of any other provision herein. 8. LIMITATION ON LIABILITY: By entering this Contest, each entrant forever discharges, releases, and holds harmless Sponsor and SI KIDS, and each of their parent companies, subsidiaries, affiliates, and each of their respective directors, officers, employees, and agents, without limitation, from any and all liability, claims, losses, damages, causes of action, suits, and demands of any kind arising from or in connection with the Contest. Neither the Sponsor, SI KIDS, nor their respective parents, affiliates, subsidiaries, agencies, divisions nor related companies are responsible for any damages, taxes, or expenses that winner might incur as a result of this Contest or receipt of prize. Sponsor will abide by its privacy policy at all times throughout Contest and beyond. Sponsor's privacy policy can be viewed at: <http://www.asklistenlearn.com/index.php/pages/privacy>. 9. SPONSOR: The Sponsor of this Contest is The Century Council, 2345 Crystal Drive, Suite 910, Arlington, Virginia 22202.

Photo Credits: Cover: © Mandy Godbehear, 2010. © Gruble, 2010. © Aprilphoto, 2010. © Mr. Brightside, 2010. © Lisa F. Young, 2010. Used under license from Shutterstock.com. © SW Productions, 2010/Photodisc/Getty Images. Inside pages: © Christopher Fletcher, 2010. © Kiselev Andrey Valerievich, 2010. © Bobby Deal/RealDealPhoto, 2010. Used under license from Shutterstock.com. Back cover: © Xavier Gallego Morell, 2010. © Hal\_P, 2010. Used under license from Shutterstock.com.

This is the 1st printing produced at World Color Jonesboro, AR, in April 2010.