



Project Innovate FAQs

1. What is Project Innovate?

Project Innovate is a program sponsored by Cellcom that allows members of the community to vote for one school in Marshfield, Stevens Point or Wisconsin Rapids to receive prize money for the purchase of classroom technology. A total of \$50,000 will be distributed through Project Innovate. Voters will help Cellcom give back to the communities it serves and support one of the company's key areas of focus: children and education.

2. Do larger schools have an unfair advantage over small schools in securing adequate votes?

Project Innovate is about mobilizing your supporters through word of mouth. By rallying community members and encouraging them to vote, schools of any size can be successful in Project Innovate.

3. Do I have to be a Cellcom customer to vote?

No. Anyone age 13 or older is eligible to vote in Project Innovate, however, children under the age of 18 should consult with a parent or guardian before voting.

4. How many times can I vote?

Each individual can vote one time. An email address is required to vote.

5. Will you sell voter information or use the information to market to voters?

To vote, you will need to enter basic information such as your name, phone number and email address. After entering this personal information, you will be asked if you would like to receive future promotions, new product releases and similar emails from Cellcom. You can elect to opt-out if you do not want to receive emails from Cellcom. We will not share or sell your personal information to any other vendor.

6. How can schools use the donation?

Winning schools must use the prize money to purchase technology for student and teacher use. Examples include interactive white boards, LCD projector, lap tops, net books or tablets, software (games or virtual simulations) and digital media tools. Winners cannot purchase product(s) from Cellcom's competitors, such as iPads™ or iPhones™.

7. When will the winners be announced?

Cellcom will notify winners on December 8, 2010. The results of Project Innovate will also be posted on Cellcom's web site.