



Jostens creates \$10,000 scholarship opportunity for high school students who declare what they stand for

September 13, 2016

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#ForWhatIStand campaign will run through Dec. 31

Minneapolis, Minn. – Sept. 13, 2016 – Jostens, the leading provider of publications, jewelry and consumer goods serving the K-12 and college market, is giving away a \$10,000 scholarship by encouraging U.S. high school, college and military students to share #ForWhatIStand – a hashtag representing the values students have and will apply to create positive change in their school, city or state during the 2016-2017 school year.

Jostens believes passion and purpose are part of each student's unique story. The #ForWhatIStand campaign gives them a chance to tell that story – what drives, inspires and makes them who they are – and how it will be used to reach their goals this school year.

#ForWhatIStand participants are asked to take an Instagram picture that shows what they stand for, and write about how they plan to use what they stand for to effect positive change their school, city or state. They can then post the picture and what they wrote on Instagram, including #ForWhatIStand, and follow @Jostensinc and tag @Jostensinc in the post. Participants can enter until Dec. 31, and a winner will be announced via Instagram on Jan. 15.

The #ForWhatIStand campaign is part of the 2016 Jostens Renaissance Back to School Tour, which covers 41 cities to inspire students and educators with proven ideas to renew their school climate and culture. The tour kicked off Sept. 6 at Fort Dodge Middle School in Fort Dodge, Iowa. For more information, visit JostensRenaissance.com/Tour.

Mike Smith, the host of Jostens Renaissance Education's character-building video series, The Harbor™ by Jostens, is traveling as part of the Jostens Renaissance Back to School Tour.

"I truly believe that every student has the opportunity to make a difference in their community," Smith said. "On the Jostens Renaissance Back to School Tour, we'll connect with over 30,000 student leaders across the country, challenging them to define what they stand for and to take action in their schools."

For over 25 years, Jostens Renaissance Education has helped schools across North America renew their climate and culture for the 21st century. This contributes to increased attendance and graduation rates, improved academic performance and behavior, higher teacher retention rates, and a boost in overall school spirit.

More information is available at JostensForWhatIStand.com.

About Jostens

Jostens is a trusted partner in the academic and achievement channel, providing products, programs and services that help its customers celebrate moments that matter. The company's products include yearbooks, publications, jewelry and consumer goods that serve the K-12 educational, college and professional sports segments. Founded in 1897 and based in Minneapolis, Minn., Jostens is a subsidiary of Newell Brands and can be found online at www.jostens.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.