

contest rules

Entries must be received on or before **4/10/2017**.

- Please submit online at **AAA.com/SafetyMatters**

FOR ALL ENTRIES:

- Make sure the artwork follows the format and categories assigned inside this brochure.
- Make sure all of the text is spelled correctly.
- Pre-printed, manufactured, copyright or trademarked names, logos or characters **may not be used** (such as beer bottle labels, t-shirt logos, etc.).

For illustrated or graphic arts poster entries:

- Submissions may be vertical or horizontal and must measure no larger than 8.5" x 11".
- The following information must be submitted with the poster: student's name and grade; teacher or parent's name and email address; full school or home address and parent's or teacher's phone number.
- Students are encouraged to upload poster images and videos at **AAA.com/SafetyMatters**.

For PSA video entries:

- Videos must be no longer than two minutes in length.
- Please include a title page with the name of the video, as well as the student's name, age and grade; teacher's name and email address; school's name, address and phone number.
- Submit videos online at **AAA.com/SafetyMatters** in .mpg, .avi or .mp4 format. File size may not exceed 20mb. For video submissions via mail, entries must be submitted in DVD format (no VHS or CD-R) and be playable in a standard DVD player. Schools may submit only one video per DVD.

Winners' artwork will be displayed by AAA Northeast in branches, on **AAA.com**, in a 2018 calendar, and used to teach students about traffic safety issues.

See **AAA.com/SafetyMatters** for official rules and regulations. Contest is administered by AAA Northeast and valid in MA, RI, and CT within the AAA Northeast territory. AAA Northeast proudly serves members in RI, MA, CT, NH, NJ, and NY. PA.99919.16

Find more info and submit entries online at **AAA.com/SafetyMatters**

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traffic safety
poster & video
contest

AAA Northeast
Public Affairs
110 Royal Little Drive
Providence RI 02904-1863

2017 traffic safety poster & video contest

Make an impact
with your art.

YOUR POSTER OR VIDEO COULD SAVE LIVES.



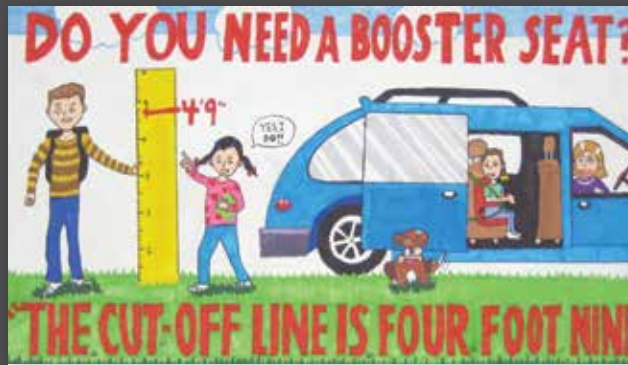
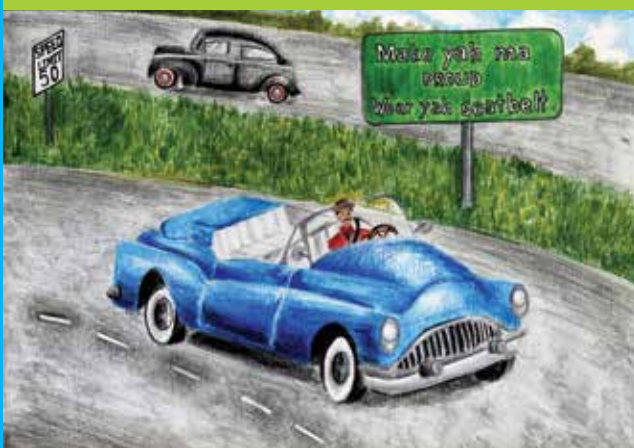
traffic safety poster & video contest

For more than 50 years, AAA has reached out to students of all grade levels to better educate young people about safety in and around traffic. This annual contest gives students the opportunity to demonstrate proper skills and behavior in regard to pedestrian, bike and school bus safety, seat belt and child restraint use, and safe driving practices.

The AAA Northeast **Traffic Safety Poster & Video Contest** invites Massachusetts, Rhode Island, and Connecticut students to create a poster and/or Public Safety Announcement ("PSA") video illustrating a powerful creative message their peers can recall. AAA Northeast members and online community will be included in the judging process!

Traffic and automobile crashes are the leading cause of death for children ages two to 18 years. **One student's message could save a life!**

AAA.com/SafetyMatters



submissions

All students in grades K-12 are welcome to send in a submission for the contest. Your artwork must be based on one of the categories listed below.

Poster/Audio-Visual Entries

Students have the option of submitting an illustrated poster and/or graphic arts poster or an audio/visual PSA, and may choose any one topic category from the list below.



Categories:

- Teen Driver Safety
- Distracted Driving
- Impairment (Impaired Driving)
- Passenger/Occupant Protection (Seatbelts)
- Car Seats/Booster Seats
- Pedestrian Safety/ Night Visibility
- AAA School Safety Patrol
- Bicycle Helmet Safety
- Drowsy Driving
- Speeding/Aggressive Driving
- Play Away from Traffic
- School Bus Safety

judging criteria

Illustrated or Graphic Arts Posters:

- Relationship of the entry design to proper traffic safety practices
- Originality of how idea is expressed in the design
- Creativity and its execution
- Visual impact of the design
- Relevance and creativity of slogan

Audio/Visual PSAs:

- Audio/visual entries must be PSA format with a title slide and no longer than two minutes in length.
- Originality, creativity and the relationship to traffic safety apply as described above.

All categories must display/depict proper use of traffic safety principles.

Online voting will take place April 24 – May 8, 2017 via AAA.com/SafetyMatters. Winners will be announced May 15, 2017.



prizes

Grand Prize: \$1,000

One grand prize winner will be chosen for an entry in any format, grade level or state (MA, RI or CT).

1st Place: \$300 | 2nd Place: \$200 | 3rd Place: \$100

1st, 2nd and 3rd place winners will be chosen for submissions in each of these grade groupings: K-4, 5-8 and 9-12.