



Street Smarts

2009 Junior High Ad Contest

Spread the Word About Helmet Safety with the Street Smarts 2009 Junior High Ad Contest

Attention Future Advertising Executives: Here's your chance to tell your friends and classmates about helmet safety and win fantastic prizes for your work!

What it is: A print ad contest for junior high students.

What you do: Create a print advertisement, including a visual design and a message, spreading the word to friends and classmates about proper helmet use.



Win Great Prizes

- Grand Prize: an iPod Nano & having your ad in The Davis Enterprise
- 2nd Prize: an iPod Shuffle
- 3rd Prize: a \$50 Target Gift Card



Contest Rules

What to do:

- Do fill out the entry form and include it with your submission
- Do write your name, grade and school on the back of your submission
- Do use 8 ½ X 11 paper
- Do include the Street Smarts logo on the advertisement; you can view or download it here: www.cityofdavis.org/streetsmarts
- Do hand-draw, paint, use computer graphics or use your own original photographs for the ad
- Do create a message focusing on proper helmet use
- Do submit your advertisement to City of Davis Public Works, 1717 Fifth St., no later than 5 p.m. on **May 29**

What not to do:

- Don't create 3-D effects, for example, using puffy paint or glitter
- Except for the Street Smarts logo, **don't use anyone else's artwork or messages for the advertisement** (for example, magazines, stickers, photos, clip art or any other copyrighted material)
- Don't fold your work, keep it flat or roll it up
- Don't forget to have fun!

Your advertisement will be judged on the following criteria:

- Clear and effective communication of the proper helmet use theme
- Originality
- Visual design and composition

Entrant must be a Davis junior high school student, enrolled in a Davis junior high or a home-schooled Davis resident

Where to submit your entry:

Entries should be mailed to or dropped off at the City of Davis Public Works Administration Building at 1717 Fifth St., Davis, CA 95616

Do not turn the entries in to your school office!

Questions? Need more information? Visit <http://www.cityofdavis.org/streetsmarts> or contact the Street Smarts Coordinator, Crystal O'Hara at cohara@cityofdavis.org or at 757-5640.