

2008

2009



65TH
ANNUAL

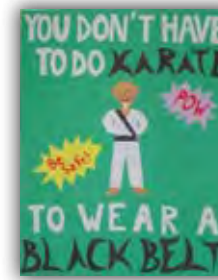
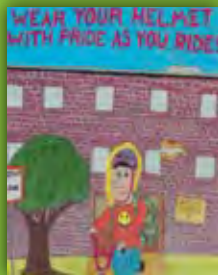


**TRAFFIC
SAFETY
POSTER
PROGRAM**

**SO MUCH
MORE THAN
A CONTEST!**

The program brings out the creativity in young people, while educating them in important traffic safety issues.

The program continues its primary aim of reducing traffic and pedestrian crashes, the No. 1 cause of death for children ages three to 14. Older students are invited to compete in subject categories relevant to novice driver safety. Students of all ages illustrate a selected safety category, under the supervision of dedicated educators and youth leaders. The program allows youth to become creative in slogan design while striving to create memorable entries, leading others to safety through example and enthusiasm. Entries are judged locally and nationally for recognition.



POSTER ENTRIES

PRIMARY (Grades K-2): Pedestrian and Child Passenger Safety

(Night Time Visibility, Proper Use of Booster Seats)

ELEMENTARY (Grades 3-5): Getting to School Safely

(Obey Your AAA School Safety Patrols, Helmet Use, Interacting With Motorists)

JUNIOR HIGH (Grades 6-8): How to be a Good Passenger

(Buckle Up, Don't Distract the Driver, Dangers of Using a Cell Phone or Changing the Radio/CD While Driving)

AUDIO VISUAL ENTRIES

SENIOR HIGH (Grades 9-12): Safe Teen Driving

(Alcohol Awareness, Distracted Driving, Aggressive Driving/Speeding)

High school students have the option of presenting a poster, graphic arts digitally enhanced submission or an audio/visual Public Service Announcement. The message should caution drivers to avoid the many dangers facing teen drivers today. PSAs must be submitted in DVD format only (no VHS or CDR), must be between one and two minutes in length and must have a title page with the student's name, school and name of the PSA. Schools must submit only one PSA per DVD.

JUDGING CRITERIA

Grades K-8:

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

Senior High:

- Graphic arts posters are judged by the same criteria as grades K-8.
- Audio/visual entries must be PSA (Public Service Announcement) format, between one and two minutes in length. Originality, creativity and the relationship to traffic safety apply. See above for submission criteria.

NATIONAL AWARDS AND PRIZE STRUCTURE

Grand Awards: A Grand Award is presented to the top entrant in each of the four grade-level divisions: Primary/K-2, Elementary/3-5, Junior High/6-8, Senior High/9-12.

3 Grand Awards (Senior High only)
\$2,000 Visa Gift Check for PSA
\$2,000 Visa Gift Check for Hand Drawn Poster
\$2,000 Visa Gift Check for Digitally Enhanced Graphic Arts Poster

3 Grand Awards (Grades K-8)
\$1,000 Visa Gift Check for Hand Drawn Posters Only

First, Second and Third-Place Awards: First, second and third-place awards are presented to top entrants in each of the four grade-level divisions for each of the four designated regions.

16 First-Place Awards
\$300 Visa Gift Check

16 Second-Place Awards
\$200 Visa Gift Check

16 Third-Place Awards
\$100 Visa Gift Check

REGIONS

States are broken out into regional groups.
1st, 2nd and 3rd place prizes will be awarded for each region.

Grade levels are broken out as follows:

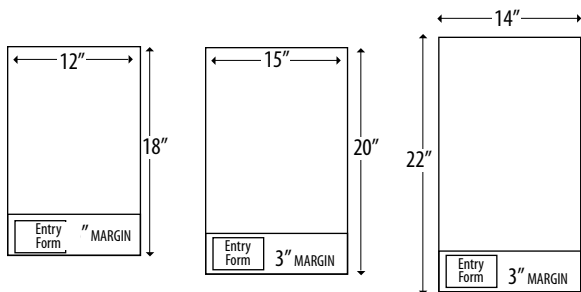
- Primary Grades K-2
- Elementary Grades 3-5
- Junior High Grades 6-8
- Senior High Grades 9-12

Group 1	Group 2	Group 3	Group 4
Alabama	Florida	California	Alaska
Arizona	Idaho	Canada	Connecticut
Arkansas	Illinois	Colorado	Hawaii
District of Columbia	Kansas	Delaware	Indiana
Minnesota	Kentucky	Georgia	Louisiana
Mississippi	Maine	Iowa	Michigan
Missouri	Montana	Massachusetts	Nebraska
New Hampshire	New Jersey	Maryland	New York
Ohio	North Carolina	Nevada	Oregon
Tennessee	North Dakota	New Mexico	Rhode Island
Vermont	Pennsylvania	Oklahoma	Texas
Washington	South Carolina	Utah	Virginia
Wyoming	South Dakota	West Virginia	Wisconsin
	Puerto Rico		

(NOTE: All Canadian provinces are included in Group 3.)

CONTEST ENTRY RULES

- Entries must be received at the address shown on or before the entry deadline:
- Grades K-8 may submit a poster design, illustrated vertically or horizontally and measuring no larger than 15" x 22" (including bottom margin), or a digital submission of their poster design.
- Grades 9-12 may submit a choice of entries: audio/visual (PSA format, between one and two minutes in length), poster design, digital submission or a graphic art design created electronically.
- For paper poster submissions, leave a blank three-inch margin across the poster bottom for entry form (provided by local AAA club) and administrative information. Submit posters on heavy paper or poster board.
- Make sure the artwork illustrates the category assigned.
- Slogans may be worded in the student's native language, but must be accompanied by an English translation. Make sure the text is spelled correctly.
- An entry form must be securely attached to the front, lower-left corner of the poster (not to cover any of the design). Only legible hand-written forms will be accepted. Typed entry forms are strongly encouraged. All forms must be secured to the front of each digital submission (on the jewel case).
- All information on the entry form must be completed. Students' names must be spelled correctly.
- All paper entries must be shipped flat (no mailing tubes).
- Pre-printed, manufactured, copyright or trademarked names, logos or characters may not be used.
- Do not use laminating or glued-on materials such as plastic, glass or metal that create a 3-D effect on paper submissions.
- For paper/poster submissions (both vertical and horizontal):



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