



2012 Traffic Safety Poster & Video Contest

PLEASE SUBMIT YOUR ENTRIES TO:

AAA New York, Traffic Safety
1415 Kellum Place, Garden City, NY 11530

Deadline: March 15, 2012

A CONTEST WITH A PURPOSE

The annual AAA New York Traffic Safety Poster & Video Contest brings out the creativity in young people, while teaching them about important traffic safety issues. Its primary aim is to reduce traffic and pedestrian crashes, one of the leading causes of injury and death for children ages 5 to 18.

Directions:

Students should illustrate a designated safety theme (see below) demonstrating correct behavior, and create a catchy slogan while striving to design a visually memorable entry. A local panel of experts will judge entries.

Grades K-8 Themes

PRIMARY (grades K-2)

Pedestrian and
Child Passenger Safety

(e.g., Play Away From Traffic, Booster Seat Use)

ELEMENTARY (grades 3-5)

Getting to School Safely

(e.g., Bike Safety, Obey Your AAA Safety Patrol)

JUNIOR HIGH (grades 6-8)

How to be a Good Passenger

(e.g., Buckle Up, Don't Distract the Driver)

Grades 9-12 Theme

SAFE TEEN DRIVING

(e.g., Distracted Driving, Aggressive Driving,
Alcohol Awareness)

High school students have the option of entering either a poster or a video. The message should caution drivers to avoid the many dangers facing teen drivers today.

Judging Criteria

Posters are judged according to the following criteria:

- Relationship to traffic safety practices
- Originality
- Creativity
- Visual impact
- Effectiveness of the slogan

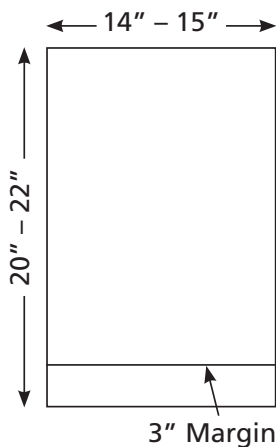
Videos are judged according to the following criteria:

- Relationship to traffic safety practices
- Originality
- Creativity

CONTEST ENTRY RULES

- **Entry deadline:** March 15, 2012.
- Grades K-8 may submit hand-drawn posters, illustrated vertically, with the dimensions shown below.
- Grades 9-12 may submit a choice of entries: hand-drawn poster, computer-generated poster, or video (see below).
- Leave a blank, three-inch margin across the bottom of the poster.
- Submit posters on heavy paper or poster board, or a high-resolution photo of the poster can be submitted on a CD or DVD.
- Do not use laminating or glued-on materials such as plastic, glass or metal that create a 3-D effect.
- The AAA name or logo may not appear in the poster design.
- Copyrighted or trademarked names, logos or characters may not be used.
- Make sure the poster illustrates the assigned theme.
- A typed or neatly printed entry form (enclosed or available on AAA.com/Safety) must be securely attached to the back of the poster or to the front of the DVD case.
- All posters must be shipped flat (no mailing tubes).

Poster—All Grades



Video—Senior High Only



Videos must be submitted on DVD only. Must include music credits and a title page with student's name, school, and title of video. One per DVD, between one and two minutes in length.

Awards

Grand Awards: To the top entrant in each of the two grade levels listed below:

1 Grand Award (Senior High)	\$1,000
1 Grand Award (Grades K-8)	\$1,000

First, Second and Third-Place Awards: To top entrants in each of four grade-level divisions: Primary/K-2, Elementary/3-5, Junior High/6-8 and Senior High/9-12.

4 First-Place Awards	\$300 each
4 Second-Place Awards	\$200 each
4 Third-Place Awards	\$100 each
4 Merit Awards	\$50 each
1 Reproduction Award	\$200

For additional information visit AAA.com/Safety