

January 2012

Dear School Counselor/Representative:

Enclosed are the materials for the 2011-2012 Poster and Coloring Contest sponsored by FreeWay Foundation (also known as The FreeWay Project). Each year we sponsor a statewide contest that emphasizes living a life free of drugs, alcohol and violence. The winner from each category will be awarded a certificate, receive recognition on our website, and a \$50 cash prize. The Capitol Rotunda awards ceremony will be held at the Missouri State Capitol building in Jefferson City on May 2, 2012 at 12:00 pm.

PLAN NOW TO PARTICIPATE! Please fill out the enclosed "Intent to Participate" form and fax to our office by February 7, 2012. **All coloring pages and posters entries are due to FreeWay Foundation by March 16, 2012.** The final judging will begin on March 19, 2012 and winning entries will be announced on March 26, 2012.

Categories:

- Kindergarten – Mouse coloring page (enclosed)**
- Grade 1 – Television ad coloring page (enclosed)**
- Grade 2 – Poster theme: Choose to Use and Lose!**
- Grade 3 – Poster theme: Choose to Use and Lose!**
- Grade 4 – Poster theme: Choose to Use and Lose!**
- Grade 5 – Poster theme: Choose to Use and Lose!**
- Grade 6 – Poster theme: Choose to Use and Lose!**
- Grades 7-9 – Poster theme: Choose to Use and Lose!**
- Grades 10-12 – Poster theme: Choose to Use and Lose!**

Each school is to conduct the initial round of judging and send one winner per category to FreeWay Foundation. FreeWay will conduct the final judging round and announce winners on March 26, 2012 (a press release for each winner's local newspaper will also be provided). The Capitol Rotunda awards ceremony will be held for all winners at the Missouri State Capitol building on May 2, 2012. Family, school representatives, state senators, and state representatives are invited to attend this ceremony.

We look forward to working with you and your students on this contest. Your school's participation will provide students with positive reinforcement and encouragement to live drug, alcohol and violence free. *Please carefully review the contest rules, instructions and deadlines included in this packet.* Feel free to duplicate and share this contest packet with other interested schools. Please contact me at 314.739.1121 or kthompson@freewayfoundation.org if you have any questions regarding the Poster & Coloring Contest. Thank you in advance for your hard work and support of our organization.

Sincerely,



Keisha Thompson
FreeWay Project Administrator



FreeWay Poster & Coloring Contest Intent to Participate

Please enter the school as a participant in the Poster & Coloring contest being sponsored by FreeWay Project.

Year: 2011-2012

School: _____

District: _____

Address: _____
(Street) (City) (State) (Zip Code)

Contact Person: _____ Position: _____

Phone: _____ FAX: _____

E-Mail Address: _____

Grades Participating: _____

Are you registered to receive **free** FreeWay Project services for 2011-2012? Yes No
(St. Louis Metropolitan Area only)

If no, would you like to receive more information about presenter services? Yes No

Please return this form to FreeWay Foundation by February 7, 2012. If there are any problems meeting this deadline, please contact Keisha Thompson at 314.739.1121 or kthompson@freewayfoundation.org.



FreeWay Poster & Coloring Contest

Rules for Participation

1. Students in grades K-12 may enter – subject to individual school guidelines.
2. Students in grade K-1 must color the assigned age-appropriate page. Students in grades 2-12 must use the theme given. A choice may be made within the theme boundary regarding the student's interpretation of "theme".
3. **Grades 2-12 posters should be 11" X 17" only. Other sizes will not be accepted.** Grades K-1 coloring pages must be taken from the enclosed originals. ***Please note change in poster size***
4. Entries cannot be computer generated or traced. No clip art or stencils may be used. Entries must be totally the product of the individual student.
5. No Trademark TM ® or copyright © material may be used in the poster.
6. Any art medium may be used (oil, markers, watercolor, chalk, etc.).
7. Poster entries must have the student's name and the date printed on the front or back of the poster.
8. Only one winner per grade category, per school may be submitted to the FreeWay Foundation office.
9. All coloring pages/posters submitted to FreeWay Foundation for final judging **MUST** have a completed entry form ATTACHED to the back of the entry.
10. Scheduled deadlines must be met.

Contest Timeline

February 7, 2012 – "Intent to participate" form due

March 16, 2012 – Entries due to FreeWay Project office by 3:00 pm

March 19-23, 2012 – Final judging at FreeWay Project

March 26, 2012 – Winners announced

May 2, 2012 – Capitol Rotunda Awards Ceremony



FreeWay Poster & Coloring Contest **Judging and Awarding of Prizes**

Nine (9) prizes awarded:

1 winner in kindergarten	= \$50
1 winner in Grade 1	= \$50
1 winner in Grade 2	= \$50
1 winner in Grade 3	= \$50
1 winner in Grade 4	= \$50
1 winner in Grade 5	= \$50
1 winner in Grade 6	= \$50
1 winner in Grades 7 - 9	= \$50
1 winner in Grades 10 - 12	= \$50

LOCAL SCHOOL JUDGING

School officials judge the coloring pages and posters at the local school level. Judging should be on the basis of originality, theme interpretation and artistic ability. After winners have been selected at the local level, the school contact must send **1** winning coloring page/poster entry from each grade category (refer to pg. 1) to the FreeWay Project office by the scheduled deadline. *Please do not send more than one winning coloring page/poster entry per grade category.* At the school's discretion, participants may be awarded a "Certificate of Participation" from their local school (enclosed). Posters may be featured in the FreeWay Foundation publications, promotions, and/ or correspondence throughout the year (please complete enclosed photo release form). *Please refer to the contest timeline for deadlines.*

FINAL JUDGING

Winning entries from the initial round of judging will undergo final judging by FreeWay Foundation staff and designees. Entries will be judged on originality, theme interpretation and artistic ability. *Please refer to the contest timeline for deadlines.*

CEREMONY

Awards will be presented at the Capitol Rotunda Ceremony at the Missouri Capitol Building in Jefferson City, MO on Wednesday May 2, 2012 at 12:00 pm. Winners will receive a ceremony response form prior to the ceremony to confirm their attendance (family and school representatives are welcome and encouraged to attend). If students are unable to attend, their certificate and award money will be mailed to the address listed on the entry form. State Senators and Representatives are invited to attend the ceremony to offer congratulations. (Make sure you enter the appropriate STATE (not U.S.) Senator/Representative on the entry form).

If you have any questions regarding the FreeWay Poster & Coloring Contest please contact Keisha Thompson at 314.739.1121 or kthompson@freewayfoundation.org.



FreeWay Poster & Coloring Contest Formats and Theme Interpretation

Grades K-1 Coloring Page

Each Kindergarten student will color the designated “Mouse” coloring page.

Each First Grade student will color the designated “Television Ad” coloring page.

Grades 2-12 Poster Contest Theme

“Choose to Use and Lose!”

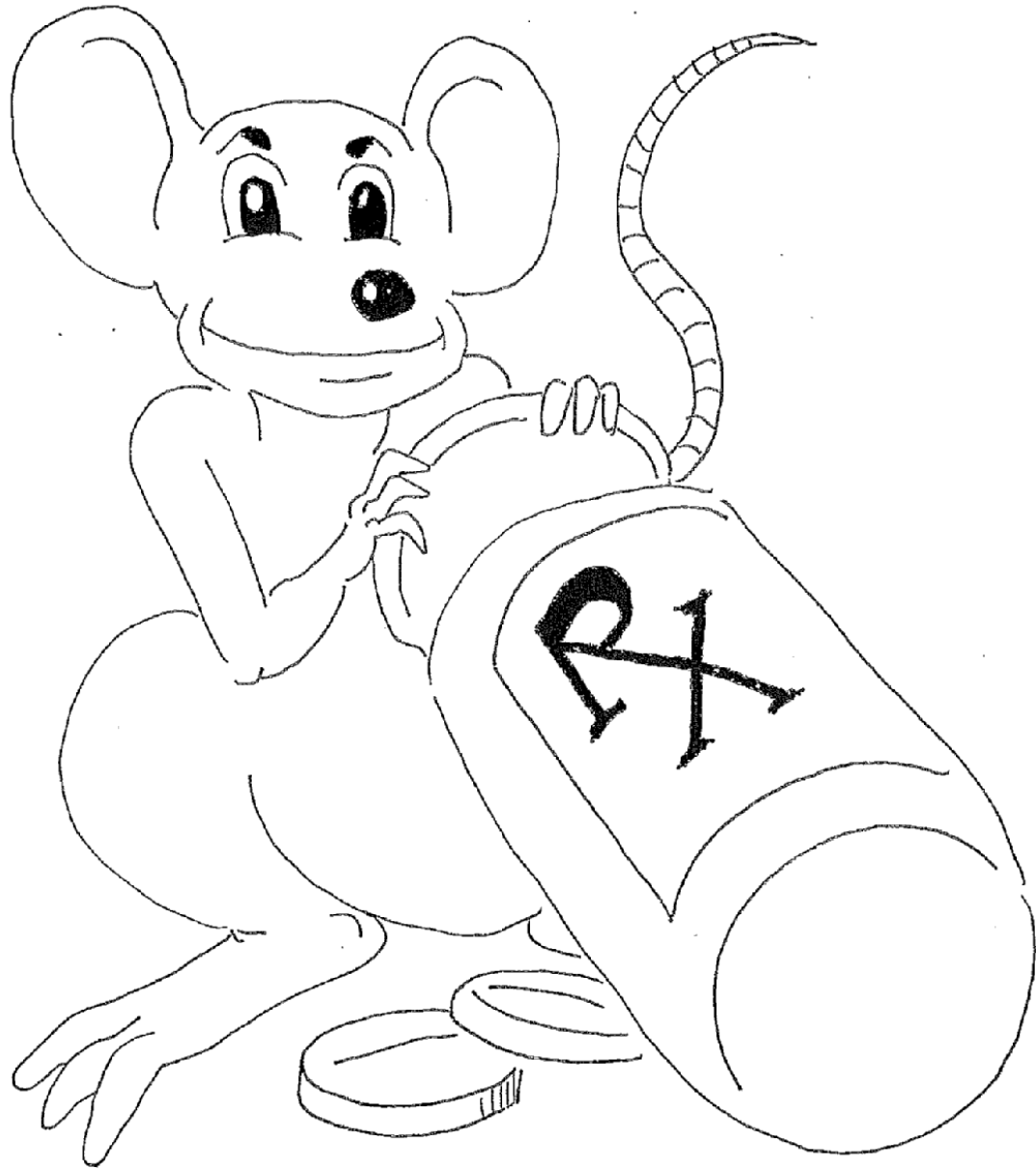
Students are to format their poster like the example below. They will interpret the theme **“Choose to Use and Lose!”** Students should illustrate through art what can be lost by using drugs and violence. Examples could include friends, self-esteem, privileges, participation in sports etc. Posters may not depict the use of drugs, violence, and or drug paraphernalia. **Any entry depicting the use of drugs, violence, and or drug paraphernalia will be disqualified.** Entries should instead focus on what can be lost by getting involved with drugs and violence.

****STUDENTS MUST INCLUDE THE THEME ON THE POSTER TO QUALIFY****

(EXAMPLE)

“Choose to Use and Lose!”

A drug is a medicine that makes sick people well, but it can make well people sick too.





People on television and radio who advertise drugs mean for only sick people to take them.



FreeWay Poster & Coloring Contest Entry Form

(Please Print or Type and Attach to Back of Entry)

Year: 2011-2012

Student Name: _____

Student Grade: _____ Name of School: _____

School Address: _____

(City) (State) (Zip code)

School Contact Person: _____

School Phone: _____ School FAX: _____

Contact Email Address: _____

This is to verify that the student has, to the best of my knowledge, followed the rules of the contest and is therefore qualified to enter his/her poster.

(School Official Signature)

My child has permission to enter his/her poster in the state contest sponsored by the FreeWay Foundation and I release the right to said organization to publish and reproduce my child's name and entry.

(Parent/Guardian Signature)

Name of child's current State Representative (MO, not U.S.) _____

Name of child's current State Senator (MO, not U.S.) _____

Entries must be received by March 16, 2012 and become property of the FreeWay Foundation, with right of publication without further compensation, but with credit to creator.

This form must be attached to the back of the entry in order to qualify for the contest. If you have any questions regarding the FreeWay Poster & Coloring Contest please contact Keisha Thompson at 314.739.1121 or kthompson@freewayfoundation.org.

2011-2012



FreeWay Poster & Coloring Contest Evaluation Form

Please take a few minutes to evaluate the results of our poster contest. Your input will help us improve this contest in the future. Please return this evaluation form with your entries by March 16, 2012.

Please rate your responses to the following questions on the scale 1 to 5.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
5	4	3	2	1

1. This was a learning experience for my students.

5	4	3	2	1
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2. Instructions for the contest were easy to understand.

5	4	3	2	1
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3. The package contained all the information I needed to conduct the contest.

5	4	3	2	1
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4. I would recommend this contest to other teachers.

5	4	3	2	1
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Comments: _____

Name & School (optional)

RETURN EVALUATION FORMS TO:

*Keisha Thompson
FAX: 314.739.0848*



FreeWay Foundation



2011 - 2012 POSTER & COLORING CONTEST

This is to Certify that

**Merits recognition as a participant in the FreeWay Foundation Poster &
Coloring Contest and is hereby awarded this certificate by:**

Name of School

City and State

On this _____ Day of _____ 2012

Dr. Daniel Hite
President
FreeWay Foundation

Wendell Thompson
Coordinator and Trainer
FreeWay Project

School Representative
FreeWay Contest Coordinator