



Call for Entries!
Smoke-Free Cars = Healthy Kids Art Contest
Deadline for submission is Tuesday, November 1st, 2011 at 4:00 p.m

ATTENTION MAUI COUNTY YOUTH: Join in the efforts to help spread the word that secondhand smoke in cars when keiki age 17 and under is harmful for your health! SMOKE-FREE VEHICLES are great for the health of keiki and the entire `ohana and also good for the environment. We're looking for creative positive messages and artwork to use as part of future media campaigns. YOUR creative artwork and slogan could be one we choose to feature!

Background: Maui's Tobacco Free Coalition is joining the efforts of many others to educate on the harmful effects of secondhand smoke in cars when keiki are present. Did you know, that if you ride in the car with a smoker it may increase your chance of contracting asthma, respiratory infections, and ear infections? We are hoping to one day be just like our neighbors on the Big Island and pass a policy that prohibits smoking in the cars when minors are present. This law will not only help protect our keiki and `ohana from the harmful effects of secondhand smoke, but will also help to reduce toxic litter on our roads which birds can mistake for food and die from poisoning. The biggest message is smoking is not a healthy lifestyle choice or image for children to see or be around.

Contest Rules:

1. Eligibility: Participants must be a resident of Maui County (Maui, Lanai, Molokai). Eligible grades 6-8, and must have parent/guardian permission via signed media release form to qualify for a prize and to be used in the media campaign.
2. Designs/Artwork must be submitted on 11" x 17" white paper.
3. Designs/Artwork should include a positive message (tag line or phrase) and support Smoke-Free Vehicles with minors present, with slogans such as:
 "Our Island is Not an Ashtray" "Designate Smoke-Free Zone" "Smoke-Free Air ROCKS and ROLLS"
4. Choice of medium can include any or a combination of the following: crayons, markers, watercolors, pencils, charcoal.
5. Artwork must be submitted with a completed and signed parental permission and media release form.
6. Participants may submit up to two entries. Each design/artwork must have a separate signed entry and release form.
7. Do not staple form to artwork, paper clipped is okay.
8. All submissions become the property of Tobacco-Free East Hawai'i and will not be returned.
9. ***Submissions and signed parental permission and media release forms must be received by Tuesday November 1, 2011, 4:00 p.m.*** and can be mailed to Smoke-Free Vehicles Contest, c/o Sonya Niess, Tobacco-Free Maui Coalition, 495 Awalau Rd, Haiku HI 96708.
10. Submission and permission forms may also be dropped off at the following locations:
 - At your intermediate school office for pick up
 - Mail in to Sonya Niess 495 Awalau Rd, Haiku, HI 96708

Judging Criteria:

Judging categories will be based on groupings by the academic grade level currently enrolled in: Grades 6-8

Entries will be judged on positive message conveyed in the tag line/phrase and supporting artwork/design, artistic quality, and how well the image can be reproduced on various media vehicles (i.e. print, t-shirts, banners signs, etc).

Prizes:

Certificates of Participation will be awarded for each entry and mailed to each participant. There will be one winner from each grade level with an award of \$25 gift card/certificate from an area business. In addition, one overall winner will be selected and awarded a **\$100 gift card/certificate** from the Queen Kaahumanu Shopping Center. The top four winners will be notified by Thursday, November 10th, 2011 via phone. **Winning designs will be displayed and the top four awards will be presented to winners on Saturday, November 19, 2011 at the annual Great American Smoke Out. ALL ENTRIES WILL BE DISPLAYED AT QUEEN KAAHUMANU SHOPPING CENTER!**

Sponsors & Partners:

Smoke-free Cars= Healthy Kids Art Contest is sponsored by the Tobacco-Free Maui Coalition, Coalition for a Tobacco-Free Hawai'i, plus many organizations and individuals dedicated to keeping our precious youth tobacco-free through promotion of positive lifestyle choices.

For more information, contact Sonya Niess, Maui Coordinator at sonya@tobaccofreehawaii.org or call (808) 575-7602.