



Contest Rules & Guidelines

TRAFFIC SAFETY POSTER COMPETITION

Trustee Alexander Brown invites all students in Willowdale (Ward 12) schools to participate in the Street Smarts Traffic Safety Awareness Poster competition.

Motor vehicle accidents are the leading cause of preventable death for children and youth. School zones are particularly sensitive areas - especially during morning and afternoon drop offs and pick up times.

Students are invited to design posters that remind drivers that **school zones are student zones and safety is a priority at all times**. It should also promote concepts and actions vital for improving road safety in our school zones.

For example: obeying traffic signs, bike safety, distracted driving due to cell phones and reducing speed. . .

Chosen entries will be showcased in an awards ceremony on Saturday, October 21st, 2017, displayed online, and in all Willowdale schools, local condominium buildings, and other places where promoting safe streets is important.

Rules and Deadlines

- Open to all students in grades 1 to 12 in Willowdale schools
- Original entries should be no larger than 8 ½ by 11 (or 11 x 17), portrait.
- No identifying features on the front of the poster. Please include your name, school, grade and contact information on the back of the poster.
- Parental consent form required for each entry.
- Submissions must be received by midnight October 15th, 2017
- Winners will be notified by October 18th, 2017

Award Categories

Elementary Awards (2): Grades 1 to 3 AND Grades 4/5

Middle School Award: Grades 6 to 8

Secondary Award: Grades 9 to 12

Judging will be based on:

- Creativity
- Visual appeal
- Memorability
- Effectivity of Safety Messaging

Submission

Deadline: October 15th, 2017 at Midnight

Email digital entries by email to alexander.brown@tdsb.on.ca

Or mail entries to:

TDSB c/o Alexander Brown, Trustee, TDSB Ward 12

5050 Yonge St, 1st floor

Toronto, ON M2N 5N8



For more information visit www.tdsb.on.ca/ward12

Trustee Alexander Brown

Willowdale - Ward 12 Schools

Tel: 416-395-8787 • Cell: 647-391-8410 • alexander.brown@tdsb.on.ca