



## 2016-17 ALCOHOL AWARENESS POSTER CONTEST GUIDELINES

Please read the following carefully. If you have questions, contact the Bureau of Alcohol Education at 717.772.1432 or [RA-LBEducation@state.pa.us](mailto:RA-LBEducation@state.pa.us).

### DO:

- Enter if you are a Pennsylvania student in kindergarten through 12th grade, including home-schooled or in parochial or private schools
- Complete the entire entry form with signed parental consent
- Use a clear no-use message about underage drinking
- Use POSITIVE messages and images, such as the benefits of being alcohol-free or alternatives to underage drinking
- Consider making a poster with a theme relating to prom, homecoming, back-to-school or seasonal holidays such as Halloween, Christmas, etc.
- Consider creating a poster in another language – and include the English translation on the entry form
- Use any medium, but keep in mind that winning posters must lend themselves to reproduction, so three-dimensional additions are discouraged
- Make sure posters are packaged to remain flat when shipped for judging

### DO NOT:

- Create posters about tobacco or other drugs
- Use negative images, such as graves, death symbols, prison cells, car crashes, etc.
- Use copyrighted or trademarked characters such as comic, television or movie characters
- Use logos or trademarked names of specific products such as brands of liquor or other beverages
- Create posters larger than 11" x 17"
- Roll up posters to mail in a shipping tube – it is difficult to make them flat again
- Send an incomplete form or one without signed parental consent
- Submit posters done by more than one person – team entries are not allowed.
- Submit posters that only mention beer or wine. All types of alcohol are illegal for those underage.
- Focus on drinking and driving. While this is a problem for adults, those underage should not be drinking at all.

**ANY OF THE ABOVE WILL BE DISQUALIFIED**

Posters will be judged on message and presentation. Consideration will be given to the student's grade level.

All submissions become the property of the Pennsylvania Liquor Control Board and will not be returned.

### Posters must be submitted to:

Pennsylvania Liquor Control Board  
113 Northwest Office Building  
Harrisburg, PA 17124-0001

Entries must be postmarked no later than **Friday, Nov. 18, 2016**.

### The categories of winners are:

- \$50 – One student from each grade level will be selected
- \$100 – Awards for items to be reproduced as posters, bookmarks, coloring sheets or other materials.
- Certificate of Recognition

Winners will be contacted in early 2017 and will be recognized at a ceremony in Harrisburg in April.

### Poster Contest Entry Form

A copy of this form, INCLUDING THE RELEASE, MUST be completed and attached to the back of each submission. Failure to do so will result in the entry being disqualified.



### RELEASE

Calendar Year: 2016-17                      Student's Grade: \_\_\_\_\_

Student's Name: \_\_\_\_\_

Student's Home Address (including city and ZIP code):  
\_\_\_\_\_  
\_\_\_\_\_

County: \_\_\_\_\_

Coordinator's Name: \_\_\_\_\_

Coordinator's Email: \_\_\_\_\_

School/Organization Name: \_\_\_\_\_

School/Organization Phone #: \_\_\_\_\_

School District Name: \_\_\_\_\_

School/Organization Address (including city and ZIP code):  
\_\_\_\_\_  
\_\_\_\_\_

State Senator: \_\_\_\_\_

State Representative: \_\_\_\_\_

I hereby consent to the use of **both**:

- The photograph and/or video likeness of my minor child in any Commonwealth of Pennsylvania publication, website and/or social media and/or for any Commonwealth of Pennsylvania advertising and/or public relations purpose.
- The name, grade and school of my minor child on posters or other materials printed by the PLCB and/or the PLCB website regarding the poster contest.

This consent shall not be revocable except by written agreement of both parties. I waive any fees or other compensation, and I hold harmless the Commonwealth of Pennsylvania or any of its agents, employees or contractors, including photographers and videographers.

Student Name \_\_\_\_\_  
(Please print clearly)

Parent Name \_\_\_\_\_  
(Please print clearly)

Parent's Signature \_\_\_\_\_

Date \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Daytime Phone # \_\_\_\_\_

Evening Phone # \_\_\_\_\_

Parent's Email \_\_\_\_\_