



## 2019-20 ALCOHOL AWARENESS POSTER CONTEST GUIDELINES

The Pennsylvania Liquor Control Board (PLCB), Bureau of Alcohol Education's 2019-20 Alcohol Awareness Poster Contest is an artwork competition focusing on the prevention of underage drinking and healthy alternatives to underage alcohol use. All Pennsylvania students in kindergarten through 12th grade, including home-schooled, parochial and private schools, may submit artwork.

Please read the following carefully. If you have questions, contact the Bureau of Alcohol Education at 717.772.1432 or RA-LBEducation@pa.gov. Complete the entire Poster Contest Entry Form with signed parental consent. Artwork without a completed Release section will be disqualified. Every submission must have a completed Entry Form affixed to the back of the artwork, preferably with tape.

Students wishing to enter should include one of the following messages in their artwork:

1. Instead of drinking alcohol kids should [alternative healthy activity].
2. [Alternative healthy activity] not drink underage.
3. It is illegal to drink alcohol under age 21.
4. Under 21? Think, don't drink.
5. Kids should live life alcohol-free.

Themes such as prom, homecoming, back-to-school, graduation or seasonal holidays (Halloween, Thanksgiving, Christmas, etc.) are encouraged. Consider using another language and include the English translation on the Entry Form.

- Use any medium, but keep in mind that winning posters must be in a format that can be reproduced (do not submit artwork with 3D designs).
- Artwork must be no larger than 11" X 14". Artwork exceeding the measurements will be disqualified.
- Pack artwork so that it remains flat during shipping.
- Do not submit posters created by more than one person.
- Artwork that includes any reference/image of tobacco or other drugs will be disqualified.
- Artwork with negative images, like graves, death symbols, prison cells, car crashes, etc., will be disqualified.
- Artwork with copyrighted or trademarked characters such as comic, television or movie characters or using logos or trademarked names of specific products such as brands of liquor or other beverages, or that include any political references, images or messages will be disqualified.
- Artwork with inappropriate language or symbols or images which are discriminatory will be disqualified.

Qualifying artwork will be judged on creativity, artistic ability and use of the suggested messages above. Consideration will be given to the student's grade level. Students may be awarded prize money and/or special recognition from the PLCB.

Entries must be postmarked no later than **Friday, Dec. 20, 2019**.

Posters must be submitted to:  
Pennsylvania Liquor Control Board  
109 Northwest Office Building  
Harrisburg, PA 17124-0001

All submissions become the property of the Pennsylvania Liquor Control Board and will not be returned. Artwork from each category may be reproduced in the PLCB's annual calendar and/or used in various PLCB materials. Winners will be contacted in early 2020.



### Poster Contest Entry Form

A copy of this page, must be completed, signed and taped to the back of each submission.  
Failure to do so will result in the entry being disqualified.

Calendar Year: 2019-20 Student's Grade: \_\_\_\_\_

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

Coordinator Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*(The coordinator of all winners will be notified per email to verify all information provided in this form.)*

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

School Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_ County: \_\_\_\_\_

School Principal Name: \_\_\_\_\_ Email: \_\_\_\_\_

Superintendent Name: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

English Translation: \_\_\_\_\_

#### Release

*(To be filled out by parent/guardian only)*

I hereby consent to:

1. Use of 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.
2. The name, grade and school district of my minor child on posters or other materials printed by the PLCB and/or the PLCB website regarding the poster contest.
3. All submissions are the property of the Pennsylvania Liquor Control Board and will not be returned.

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: \_\_\_\_\_

Student Address: \_\_\_\_\_

Parent/Guardian Printed Name: \_\_\_\_\_

Parent/Guardian Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parents/Guardians of winning entries will be notified by email. Address is used for mailing purposes only.



TALK WITH  
YOUR KIDS  
ABOUT  
ALCOHOL