



## Introducing: The BrainMinders™ Safety Calendar Contest!

Your Pilot Club could be the talk of the town when you give children 4-18 a chance to have their safety picture published in the **2010-11 Pilot International Safety Calendar**. This world-class calendar will be distributed throughout the planet, bringing your club a headline in your local newspaper and mention on your hometown news.

This contest offers a great opportunity for your club's **public relations/marketing program** to promote your mission through poster, drawing/coloring or photo contests in schools or other venues such as your public library, chamber of commerce, churches, etc. Select as many winners as you wish—winners may be sent a certificate from the club stating that their artwork has been chosen as a local winner and submitted into an international competition for the 2010-2011 Pilot International Safety Calendar. Finalists will be announced in October 2009, and a photo requested of each winner. Local businesses and organizations may be encouraged to sponsor a submission. Take advantage of the opportunity to promote your club through the local media, with notices to parents, and using other community resources.

This contest will serve as a **fundraiser for PI** by requiring a \$25 entry fee for each Pilot Club submission, encouraging clubs to submit only the best of their entries. All entry fees will be held in escrow until the cost of the publication is assured. Calendars will be available for sale to the clubs, for distribution to the winners, their families, local sponsors, etc. Order forms will be sent to the clubs along with contest rules.

We expect the calendar to be an outstanding **12-month safety program**. It will make a perfect gift, and will reinforce Pilot International's emphasis on safety and involvement in preventing traumatic brain injuries. It will also highlight important holidays, Pilot events and deadlines.

Look for more **BrainMinders™** news on Constant Contact... Good Luck!

### Rules:

1. All entries must be submitted on an 11" x 8.5" sheet of paper, and must be horizontal (landscape) to fit the calendar page. The subject must be a safety tip, but the picture does not have to include any BrainMinder™ Buddies.
2. Children ages 4-18 are eligible, and may use crayons, water color, colored pencil, create a photo, or use any media that will reproduce for printing. Entrants must have created the image on their own without assistance.
3. An entry form should be attached with a paper clip (not stapled) to the back of the entry. The deadline for entries is no later than **September 30, 2009**. Clubs may create their own rules for their local contest, and may begin in March and announce their winners any time before September 30.

### Tips:

- If you have an Anchor Club, encourage them to be a part of this contest and perhaps even help at the schools, i.e. announcing it in a presentation, handing out entry blanks.
- You may want to start with your own Contest posters at your chosen locations—a poster format is available on Pilot's website and the entry form is also posted for download. Reminders will also be sent periodically via Constant Contact.
- Your local newspaper or other media may be interested in partnering with your club to sponsor the contest.
- Plan what type of awards you will present to local winners, perhaps even plan an event or make it part of a safety fair. Be sure to keep the media informed.