

2021 Drive2Life PSA Contest

Help Prevent Drunk and Drugged Driving

Students ages 13 to 19 in grades 6–12 can enter the 2021 **Drive2Life PSA Contest** to help prevent drunk and drugged driving.



HOW TO ENTER

Each participating student must create a storyboard or written script on 8.5 x 11-inch paper for a 30-second public service announcement (PSA) video to help prevent drunk and drugged driving. (Students may address one topic or both topics.)

One Grand Prize student winner will receive \$1,000 and the chance to produce his or her PSA with an Emmy Award-winning producer. Plus, the winner and his or her PSA will be featured on *Teen Kids News*! See the Prizes section below for more details.

Go to [ymiclassroom.com/drive2life](https://www.ymiclassroom.com/drive2life) to download:

- Contest Entry Form
- Contest Rules

CONTEST DEADLINE

- Entries submitted by mail must be postmarked by February 8, 2021, and received by February 15, 2021.
- Entries submitted online must be received by 11:59 p.m. ET on February 8, 2021.

CONTEST OVERVIEW

- Entries must be storyboards or written scripts on 8.5 x 11-inch paper that reflect the PSA topic — preventing drunk and drugged driving — and should be 30 seconds in length. Students may address both drunk and drugged driving, or only one of these topics.
- One entry per person.
- Only individual entries will be accepted — no group entries.
- No videos or disc submissions.
- A teacher or a parent/legal guardian must submit the entry.
- There are two ways to enter:
 - By mail to the address in the next column.
 - Teachers may mail all students' entries in one envelope for the class — each entry does not need to be in a separate envelope.
 - Online via the portal at [ymiclassroom.com/drive2life](https://www.ymiclassroom.com/drive2life).
 - Teachers may also upload all students' entries at once via the online portal.
- Each entry must have a completed and signed contest entry form. Entry forms must be stapled to entries mailed in. Download the entry form at [ymiclassroom.com/drive2life](https://www.ymiclassroom.com/drive2life). (Note to teachers: You may want to print and complete the teacher portion of the entry form before copying it to distribute to students.)
- Each entry submitted online must have a completed submission form and a teacher or parent's authorization.
- Winners will be notified on or about March 8, 2021.

MAILING ADDRESS

If submitting by mail, entries with completed entry forms must be mailed to:

Drive2Life PSA Contest
Young Minds Inspired
605 Washington Avenue
North Haven, CT 06473

JUDGING CRITERIA

Entries will be judged on the following criteria:

1. Originality and creativity [10 points] (Is the PSA unique and creative?)
2. PSA concept [10 points] (Does the PSA clearly and accurately address the contest topic — to help prevent drunk and drugged driving? Are the message and concept effective?)
3. Clarity of message [10 points] (Is the idea communicated clearly? Is the PSA well organized?)
4. Quality of writing [5 points] (Does the PSA reflect proper spelling and grammar?)

PRIZES

Prizes will be awarded to students and teachers.

• Student Prizes

- The Grand Prize winner receives \$1,000 and the chance to work with an Emmy Award-winning producer to transform his/her entry into a 30-second video! The winner and PSA video will be featured on *Teen Kids News*.
- Four runners-up (two from grades 6–8 and two from grades 9–12) will receive \$500 each.

• Teacher Prizes

- One teacher of each student winner will receive a \$100 Visa gift card.

See the Official Rules at [ymiclassroom.com/drive2life](https://www.ymiclassroom.com/drive2life) for details.

WINNERS' LIST

For a list of winners (available after April 1, 2021), please send an email to feedback@ymiclassroom.com with the subject line, "2021 Drive2Life PSA Contest Winners' List."



[teenlane.org](https://www.teenlane.org)

NO PURCHASE NECESSARY. Void where prohibited. The Drive2Life PSA Contest ("Contest") is open to students ages 13 to 19 who are currently enrolled in grades 6–12 in one of the 50 United States or the District of Columbia, who are residents of the United States, and who attend a public school, accredited private school, or home school in compliance with the laws of its state. To enter the Contest, each student must create a storyboard or written script on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") video to help prevent drunk and drugged driving. One entry per person. One Grand Prize student winner will receive \$1,000 plus the chance to work with an Emmy Award-winning producer to transform his/her entry into a 30-second video. Four Runner-up student winners (two from grades 6–8 and two from grades 9–12) will receive \$500 each. (Total ARV of student prizes: \$3,000.) The teacher of each winning student will receive a \$100 Visa Gift Card (Total ARV of teacher prizes: \$500). Entry Period: 12:01 a.m. ET October 26, 2020, to February 8, 2021 at 11:59 p.m. ET. Mail entries must be postmarked by February 8, 2021, and received by February 15, 2021. Entries submitted online must be received by 11:59 p.m. ET on February 8, 2021. See complete Official Rules at [ymiclassroom.com/drive2life](https://www.ymiclassroom.com/drive2life).