

2024 Drive2Life PSA Contest

Passenger Empowerment: Speaking Up for Safe Driving

Students ages 13 to 19 in grades 6–12 can enter the 2024 **Drive2Life PSA Contest** to empower passengers to speak up for safe driving.

HOW TO ENTER

Each participating student must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement (PSA) video to empower passengers to speak up for safe driving.

One Grand Prize student winner will receive \$2,000 and 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 nrsf.org/contests/drive2life to download:

- Contest Entry Form
- Contest Rules

CONTEST DEADLINE

- Entries submitted by mail must be postmarked by March 25, 2024, and received by April 1, 2024.
- Entries submitted online must be received by 11:59 p.m. ET on March 25, 2024.

CONTEST OVERVIEW

- Entry must be a script not more than two pages on 8.5 x 11-inch paper for a 30-second video that reflects the contest topic: Empower passengers to speak up for safe driving.
- One entry per student.
- 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 their students' entries in one envelope — each entry does not need to be in a separate envelope.
 - **Online** via the portal at nrsf.org/contests/drive2life
 - Teachers may upload all their students' entries at once at this online portal.
- Each entry must be accompanied by a completed and signed contest entry form. Entry forms must be stapled to entries that are mailed in. Entry forms must be scanned to accompany entries that are submitted online. Download the entry form at nrsf.org/contests/drive2life (Note to teachers: You may want to fill out the teacher portion of the entry form before copying it to distribute to students.)
- Winners will be notified on or about **April 22, 2024**.



MAILING ADDRESS

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

Drive2Life PSA Contest
c/o National Road Safety Foundation
18 East 50th Street
New York, NY 10022

JUDGING CRITERIA

Entries will be judged on the following criteria:

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

PRIZES

Prizes will be awarded to students and teachers.

• Student Prizes

- The Grand Prize winner will receive a cash prize of \$2,000, and a trip to New York City (accompanied by a parent or a legal guardian) 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 and have their name, school, and PSA title on the NRSF website.

• Teacher Prizes

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

See the Official Rules at nrsf.org/contests/drive2life for details.

WINNERS' LIST

For a list of winners (available after May 3, 2024), please send an email to feedback@nrsf.org with the subject line, "2024 Drive2Life PSA Contest Winners' List."



nrsf.org



adtsea.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 write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") video to empower passengers to speak up for safe driving. One entry per person. One Grand Prize student winner will receive \$2,000, plus 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: \$4,000.) 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 on January 15, 2024, to March 25, 2024 at 11:59 p.m. ET. Mail entries must be postmarked by March 25, 2024, and received by April 1, 2024. Entries submitted online must be received by 11:59 p.m. ET on March 25, 2024. See complete Official Rules at nrsf.org/contests/drive2life