



CONTEST OFFICIAL RULES 2026

NO PURCHASE NECESSARY. Void where prohibited. A purchase will not increase the chances of winning. The Drive Safe Chicago Contest starts on September 14, 2026 and ends on December 18, 2026. **All entries must be received by mail or email on or before December 18, 2026 at 11:59pm est.** If you choose to email your entry, send it to info@nrsf.org with subject line “Drive Safe Chicago Contest”

How to Enter: To enter the Contest, an individual student age 13 – 19 should create a written script for a 30-second public service announcement (“PSA”) on **The Dangers of Speeding:** Speeding engenders everyone on the road: in 2024, speeding killed 11,288 people. We all know the frustrations of modern life and juggling a busy schedule, but speed limits are put in place to protect all road users. Learn about the dangers of speeding and why faster doesn’t mean safer. **Only individual entries will be accepted—no group entries.** No videos will be accepted. Completed entries must be mailed to Drive Safe Chicago Contest, The National Road Safety Foundation, Inc., 18 East 50th Street, New York, NY 10022. All entries must include the PSA script, and the student’s school name, school address, city, state, and zip code. OR entries may be submitted by email to info@nrsf.org. Entries of participants under the age of 18 must be accompanied by parent’s or legal guardian’s signature of approval, as well as a parent/guardian phone number and/or email, address, city, state, and zip code. Each entry must be in keeping with The National Road Safety Foundation’s (“NRSF”) image and may not be offensive or inappropriate, as determined by NRSF and the Chicago Automobile Trade Association (CATA) in their sole discretion. Furthermore, an entry may not defame or invade publicity rights or the privacy rights of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third-party rights.

Eligibility: The Contest is open only to students who are currently ages 13 – 19 who reside in Illinois, Indiana, Wisconsin or Iowa, who are legal residents of the United States, and who attend a public school, accredited private school, or home school (“Schools”) in compliance with the laws of its state. Employees of NRSF and CATA, and members of their immediate families living in the same household, their parents, subsidiaries, affiliates, and their advertising, promotion, and production agencies, are not eligible to enter. All personal information collected from entrants, parents, guardians, and teachers will be retained in accordance with NRSF’s records-retention policies for the Contest (all entries will be kept for one year following selection of the winner; all winning entries will be kept for up to three years). By submitting an entry in this Contest, the entrant understands and consents to the collection, maintenance, processing, and transfer of his or her information in and to the United States and other countries and territories, and to NRSF. The entrant acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with United States federal or applicable state law. These entries will be provided by NRSF and be subject to their respective privacy policies, which can be found, respectively, at the following link: www.nrsf.org/nrsf-terms-use.

NRSF and CATA are not responsible for late, lost, stolen, inaccurate, garbled, damaged, illegible, undelivered, delayed, misdirected, or postage-due entries or mail, or for any computer, network, technical, typographical, human, or other error, problem, or malfunction related to or in connection with the Contest.

Entries: By submitting an entry, each entrant agrees NRSF shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made there from and that it and its designees may exploit, edit, publish, use, adapt, modify, or dispose of any entry and elements embodied therein online, in print, film, television, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to, or permission of the entrant, except as prohibited by law.

Judging Criteria: Entries will be judged on the following criteria:

1. Originality and creativity (35 points) (Is the PSA unique and creative?)
2. PSA concept (35 points) (Does the PSA clearly and accurately address the contest topic? Are the message and concept effective?)
3. Clarity of message (30 points) (Is the idea communicated clearly? Is the PSA well organized?)

One Grand Prize student winner will receive \$2,000 plus the chance to work with an Emmy Award winning production team to transform his/her PSA into a 30-second commercial. One runner-up will receive \$1,000 and second runner-up will receive \$500. The second and third place winners will also work with an Emmy Award winning production team to create finished PSA’s from their ideas. **Entries must be received by midnight of December 18, 2026.**



CONTEST OFFICIAL RULES 2026: Page 2

Selection of Winners: Entries submitted will be judged by NRSF and three finalists will be selected. The finalists will have their PSA's professionally produced by an Emmy Award-winning production team and posted on the National Road Safety Foundation's Facebook page for public voting. The PSA with the most votes will be the winner, the second most votes will be the 1st runner up and the third will be the 2nd runner up. Winners will be notified within 48-hours after the voting cutoff date and time.

By entering and/or accepting a prize, each entrant and/or winner hereby releases and holds harmless NRSF, their respective affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

The winner will provide any and all reasonable assistance to NRSF in connection with the filming of the PSA.

The winner and his or her PSA will be used for local and national publicity, and will be featured on the NRSF websites and newsletters. This prize is contingent upon the Grand Prize winner providing reasonable assistance to NRSF in terms of any necessary information to include in news releases and other press material.

No cash substitutions for prizes. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by the Sponsor's sole discretion. Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

Student Prizes: The Grand Prize winner will receive \$2,000. Two student runners-up will receive \$1,000 and \$500. The production of the PSA will be scheduled after announcing the finalists. The Grand Prize winner will provide any and all reasonable assistance to NRSF in connection with the filming of the PSA. The winner's PSA will be aired on national television and may also be used for local and national publicity. The PSA will be featured on the NRSF websites and newsletters. This prize is contingent upon the Grand Prize winner providing reasonable assistance to NRSF in terms of any necessary information to include in news releases and other press material. No cash substitutions for prizes. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by NRSF and the Sponsor's sole discretion. Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

General: By entering, each entrant agrees to abide by these Official Rules, warrants and represents that his/her entries are his/her original work. Further, each entrant grants to NRSF and CATA the right to use his/her name, information provided, images, and likeness in any media now or hereafter known for advertising, promotion, and/or other purposes throughout the world without additional compensation or notification to, or permission of, the entrant, except as prohibited. If NRSF or CATA discover at any time, during or after the Contest, that an entry contained infringing material, the entrant that submitted the entry will be immediately disqualified and will be obligated. In the event the Contest is compromised by non-authorized human intervention, virus, bugs, or other causes beyond the control of the Sponsor that corrupt or impair the administration, security, fairness, or proper play of the Contest, the Sponsor reserves the right in its sole discretion to modify, suspend, or terminate the Contest or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Contest, and is at its sole discretion to award the prizes from among all eligible non-suspect entries received prior to termination using the judging procedures outlined above.

Winners List: For the names of the Winner and Runner-Up, send a self-addressed stamped envelope around January 8th, 2027 to The National Road Safety Foundation, Inc., Drive Safe Chicago Winner's List, 18 East 50th St., New York, NY 10022.

Sponsor and Administrator: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022.

Co-Sponsor: Chicago Auto Trade Association