



**YOUR ASSIGNMENT:** Enter to win a college scholarship by creating either a 25 or 55 second video convincing your friends to not drive distracted.

**YOUR TARGET:** Your friends. 16-22 year olds.

**YOUR MISSION:** To save lives. Drivers who use hand-held devices are 4 times more likely to get into crashes serious enough to injure themselves. Hundreds of thousands of people are killed or injured each year in distracted driving crashes. Your job is to capture the attention of young adults and make them turn unsafe habits into safe habits. It's time for you to take ownership of this important cause.

**TELL A STORY:**

Don't overthink this project. We want you to tell a short story in the form of a video. It doesn't have to be a slick, produced piece; just a simple video that will carry the message to your friends to not text and drive.

**CAPTURE ATTENTION:**

The first thing you must do is capture the attention of other people your age. You need to create something that they will notice and want to watch; so there should be some sort of entertainment value or interest in your video at the onset.

**BE CREATIVE:**

We know we're asking you to deal with a serious topic, but your video doesn't have to be serious. You have creative license to take this on however you see fit. Your video can be funny; it can be a cartoon, a music video...whatever moves you. As long as it's in good taste and it comes from the heart.

**IT'S YOUR TIME:**

People wait their entire lives to impact positive change on the world. Through this project, we are offering you that opportunity now. Collectively – we can start a movement. YOU can start a movement.

It's time for you to step up and take ownership of this critical message to your peers. You have the power to do something that others cannot. You have a unique, authentic voice that can reach other people your age.

**PRIZING AND ELIGIBILITY:**

- 2 separate scholarship contests are taking place: One for high school juniors & seniors, and one for full-time college students.
- 3 winners (1st, 2nd and 3rd place) will be selected for each contest, for a total of 6 winners
- Prizing for each winner is as follows:
  - 1<sup>st</sup> place: **\$5,000**, and the video will be turned into an Ad Council PSA and distributed to over 1,600 TV stations nationwide
  - 2<sup>nd</sup> place: **\$2,000**
  - 3<sup>rd</sup> place: **\$1,000**

This year the contest will be judged by high-profile, celebrity judges: musical sensation, Aloe Blacc, renowned filmmaker and social activist, Kweku Mandela, President – Sparkling Brands & Strategic Marketing, Wendy Clark, co-chairman of Goodby Silverstein & Partners, Jeff Goodby, Chief Creative Officer at Pereira & O'Dell, PJ Pereira and YouTube star, Meg DeAngelis.

For more details on timing, judging criteria, and a full list of rules and regulations, visit [www.projectyellowlight.com](http://www.projectyellowlight.com). The Project Yellow Light scholarship and contest is conducted with Mazda Motorsports, National Highway Traffic Safety Administration, U-Haul, the National Organizations for Youth Safety, and the Ad Council.