



1200 E. 18th St, Kansas City, Mo. 64108

Phone: (816) 346-0200 Fax: (816) 346-0263

Contact: Deanna Catalano, Marketing Assistant

(816) 346-0236 • dcatalano@kcata.org

Time Sensitive Earth Week Contest

Date: April 1, 2010

To: Principals of Primary and Secondary Schools (Kansas City Metropolitan Area)

Subject: *Every Day is Earth Day* Poster and Poetry Competition

Attached is information about the *Every Day is Earth Day* Poster and Poetry Competition sponsored by the Kansas City Area Transportation Authority. Please encourage teachers and students to participate in this metro-wide competition for all ages.

Thank you in advance for you school's participation.



STUDENT ARTWORK AND POETRY WILL BE HERE

Background

The *Every Day is Earth Day* Poster and Poetry Competition invites students of greater Kansas City to raise awareness of transit's environmental benefits through creative, exciting and attention-getting interior bus signs. The competition takes place during Earth Week, encouraging teachers to allow time for students to create individual or group posters and/or poems to be entered in the competition. The ATA hopes to feature as many posters and poems as possible.

Represent your school! Your posters and poetry may be displayed on more than 200 Metro buses and viewed by thousands for an entire year. This city-wide effort sponsored by the Kansas City Area Transportation Authority celebrates Earth Day, not only on April 22, but every day!

Who Can Participate

The *Every Day is Earth Day* Poster and Poetry Competition is open to all schools and students in and around the Kansas City, metropolitan area. Each student can enter one poster and one poem. The total number of winners will vary based on the number of entries received.

Entry Rules

1. Posters composition: Image Dimension: 10 inches x 23 inches in landscape layout.
2. Poem composition: Poems do not have a minimum word count. However, to fit on a 10 inches x 23 inches interior sign, poems should not exceed 250 words for readability.
3. Message/Communication: All submitted posters/poems should be themed around *Every Day is Earth Day*, and should include environmental themes, behaviors and/or using public transportation.
4. Identification: The attached entry form should be filled out and signed by a parent legal guardian of the student.
5. The contest ends April 23. All entries must be received by April 27 to be considered.

Deadlines

Entries for the *Every Day is Earth Day* competition should arrive on April 27, 2010, at the Kansas City Area Transportation Authority, 1200 E. 18th Street, Kansas City, MO 64108, by 4 p.m.

Awards

The number of winners will vary depending upon the number of posters/poems received.

- Top winners will receive a copy of their poster or poem on an interior sign.
- ATA will showcase a new hybrid bus at top winners' school, educate students on the environmental benefits of public transportation and answer questions.