



Teachers.....

Win a free Field Trip* for your class?

Encourage your students to participate in the School Bus Safety Poster Contest

Who May Enter

Students enrolled in any school for which West County Transportation Agency provides bus transportation may submit entries. Five winning posters will be selected, one from each division. (Division #1 - Grades K-3, Division #2 - Grades 4-6, Division #3 - Grade 7-8, Division #4 – Special Education, Division #5 – Grade 9-12) One Overall winner will be selected from the division winners to receive the free field trip. Each division winner will receive \$100 savings bond.

When Can Posters Be Drawn?

Posters can be drawn anytime between **August 1, 2010** and the deadline of **February 26, 2011 to be eligible for the Free Field Trip**. Entries received by **November 30, 2010** will also be entered in the local CASTO Chapter contest and then the State CASTO (California Association of School Transportation Officials), contest in January. Prizes in the CASTO Poster contest are Savings Bonds.

Poster Specifications

Completed poster size shall be 12" X 18" ONLY, with a one-inch (1") space left at the bottom of the poster where the entry blank shall be attached. This space must be available due to printing requirements. Posters may be illustrated on the vertical or horizontal axis. WCTA entry blank, or a reasonable facsimile, with information typed or printed clearly and signed by teacher should be securely attached to the lower left corner of the poster. Age and grade level shall be listed on the entry blank.

Designs should be submitted on quality tag, poster illustration board or heavy paper. Construction paper may be used but winning entries at the local chapter level must be mounted on quality tag poster prior to being submitted to the CASTO State Board for judging.

Lettering

Freehand drawn letters only may be used on the poster design. Stenciled, pre-printed, manufactured stick-on or press-on letters or tracings may not be used. Lettering should be clearly legible, even if used as part of the poster design.

Color and Media

There is no limitation on the use and number of colors.

There is no limitation on the type of media -- such as print, crayon, felt pen, etc. -- used on the poster design; however, wood, plastic, glass or metal should not be part of the poster. Collage materials should not be used. Poster designs may not incorporate any copyrighted characters (i.e., comic and/or television characters), photographs, magazine or newspaper illustrations.

Poster Themes Must be Original and Correct in Safety Concept

Poster themes must be original, correct in safety concept and the exclusive work of the student entering the contest in idea, design and execution.

Instructors should supervise all work created. Completion of art should be done in school coordinating with the state's poster contest. Poster and slogan must harmonize with the theme:

" There is Pride in our Ride"

(Contestants must illustrate above theme only, and the theme must be included on the poster.) Illustrations should be positive in approach, demonstrating only proper school bus safety behaviors. At least a part of a yellow school bus must be present in the poster.

Judging

Posters selected for final judging will be reviewed by the judges, comprised of the Board of Directors of West County Transportation Agency & the School Bus Safety Training Staff. The winning poster will be submitted to the Local and State CASTO Competitions.

Criteria for the selection of award-winning posters are:

- Relationship of the poster design to the school bus safety practices.
- Originality of the poster and how the idea is expressed in the poster design.
- Artwork and its execution.
- Visual impact of the poster design.

Prizes

Prizes will be awarded for first place in each division as follows:

- 1st Place and Overall Winner: A Field Trip for the classroom & a \$100 Savings Bond. (*Limited to 4 hrs.) Field Trips must be taken during the current school year.
- 1st Place Winners of remaining 4 divisions: \$100 Savings Bond.

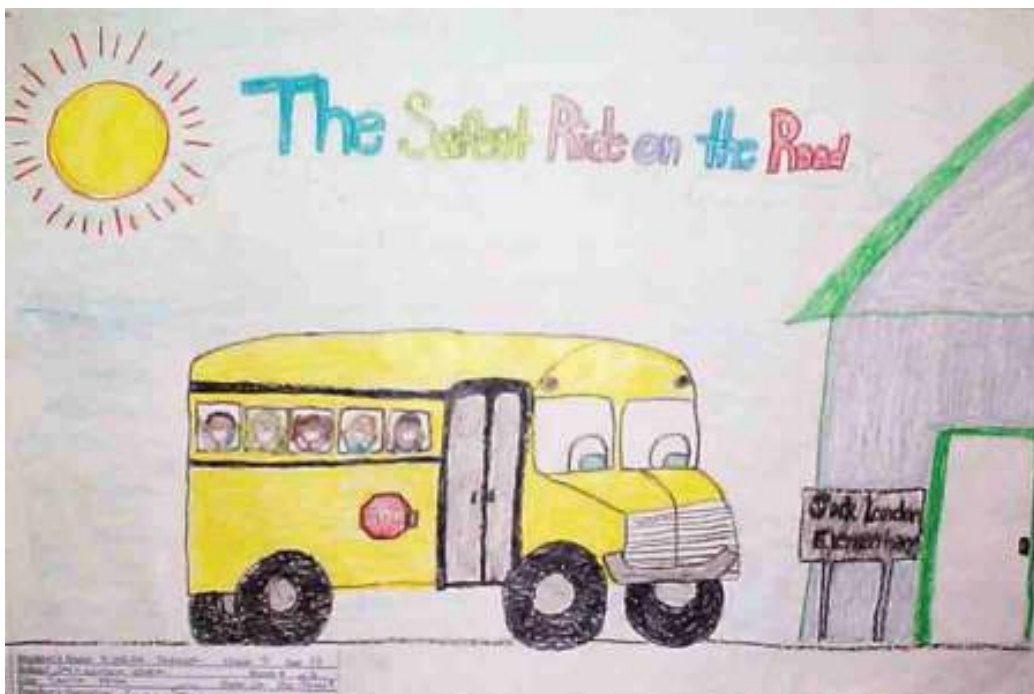
The winner of each division will be notified to submit their social security number to receive the Savings Bond.

All entries become the property of West County Transportation Agency and the California Association of School Transportation Officials. The right to modify any poster for reproduction is reserved by West County Transportation Agency and the CASTO Poster Committee.

**Field Trips are limited to 4 hours*

Any questions may be addressed to Debbie Strain at 206-9988 Ext. 12

2010 Winning Poster from Jack London Elementary



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