

September 2011

Dear Educator:

The Epilepsy Foundation of New Jersey is pleased to announce the Heads Up For Safety annual poster contest which promotes helmet safety throughout the school districts in New Jersey. The annual Heads Up For Safety poster contest is one of our largest outreach efforts and is a special project of the Epilepsy Foundation of New Jersey. The Heads Up For Safety program promotes public awareness of the importance of wearing a safety helmet while engaged in wheeled activities in an effort to reduce the incidence and severity of traumatic brain injuries.

Students in schools throughout New Jersey who are in kindergarten through the sixth grade are encouraged to use their creative talents to illustrate the theme of helmet safety while riding bikes, skate boards, scooters and in-line skates. Students may participate by creating their own slogans and drawings to illustrate the importance of helmet safety to their peers and to the community.

Posters will be judged regionally and the top ten entries will be displayed at the Heads Up For Safety booth at the NJEA Convention in Atlantic City. The winners will be selected by teachers and educators who cast their votes at the convention. The top five winning artists, along with their families and school representatives, will be honored at an awards ceremony. Each student artist will receive a Certificate of Achievement and a \$ 50.00 gift certificate.

It is our hope that you encourage the students in your school to be actively involved in our public awareness campaign by submitting posters. It is a wonderful opportunity for them to become strong advocates promoting helmet safety.

Enclosed is a copy of the poster contest guidelines. You can also access the entire packet of contest rules, entry forms, "fast facts" and other information on our website at [www.headsupforsafety.com](http://www.headsupforsafety.com). There is also a copy of a letter to parents that can be downloaded and copied onto your school stationery.

Please note that all posters must measure 11 x 14 inches and entry forms must be completed, signed and attached to the back of the poster. Poster entries must be postmarked by **October 31, 2011**, to be considered for participation in the contest. If you have any questions or need more information, call Jenna Andolora at 800.336.5843 or email at [HUFSE@efnj.com](mailto:HUFSE@efnj.com). Please mail poster entries to EFNJ, 2516 Highway 35 Manasquan, NJ 08736.

Thank you for your participation in the 2011 Heads Up For Safety poster contest.

Sincerely,

*Eric M. Joice*

Executive Director