



34 East 7th St., Building A
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HELP KIDS STAY AWAY FROM ALCOHOL AND DRUGS
Announcing Logo Contest to Help Build Community Awareness

Tempe, AZ – Tempe Community Council is holding a contest, complete with prizes, for Tempe youth to design a logo to encourage young people to stay away from alcohol and drugs. The contest is open to all students from sixth through twelfth grade that live in Tempe or attend a Tempe school. The deadline for submission is 5:00pm on December 1, 2009. Rules and guidelines are as follows:

1. Artwork should focus on the theme of encouraging youth, especially middle school students, to stay away from alcohol and drugs.
2. Artists must live in Tempe or attend a school located in Tempe and must be in sixth through twelfth grade.
3. Logos can be submitted electronically or be hand drawn on an 8 ½ X 11 piece of paper.
4. All entries must be emailed, mailed, or hand-delivered by 5:00 pm Tuesday, December 1, 2009 to:
Tempe Community Council
Attn: Bobbie Cassano
34 E. 7th Street, Tempe, AZ 85281
bobbie_cassano@tempe.gov
5. Graphics programs can be used, but all artwork must be original.
6. Include name, address, phone number, school, grade, and email address (if available).
7. Questions about the contest can be directed to Bobbi Cassano at 480.858.2305

Prizes for the contest winners include an iPod Nano 8GB for first place and a 10.0 megapixel Digital Camera with 3X optical zoom for second place. Several entries will win movie tickets and other great prizes. All entries become property of the Tempe's Committee for Youth, Family and Community, a project of Tempe Community Council. The winning entry will be used on the website, in flyers, and other promotional material. No inappropriate images, graphics or words will be forwarded to the judges. All entries must be original. Any entry found not to be original will be disqualified.

In the spring of 2009 the local community completed a six month review of underage drinking and drug use to determine a broad strategic plan to help guide prevention activities for Tempe in the next three to five years. This planning process was underwritten by a grant received by the City of Tempe from Magellan Health Services. The broad-based group of citizens and professionals used a combination of data, youth focus groups, and national trends to develop four community issues upon which to target. Four targeted issues were uncovered. They are:

- Lack of community knowledge about the extent, trends, availability and consequences of underage drinking and drug use
- Fragmented availability of prevention education for youth
- Adults are providing alcohol to youth
- Lack of community focus on the basic principles needed to resist poor choices

One of the first solutions identified was to increase community awareness through a local campaign using artwork created by youth. The logo contest is the first of three youth competitions scheduled for the 2009-2010 school year.

About Tempe Community Council

Tempe Community Council (TCC) is a private nonprofit 501(c)(3) organization whose mission is connecting those in need with those who care. TCC works in partnership with the City of Tempe and community organizations to serve as a planner, advocate, and resource to improve the funding and policies impacting human services in Tempe and surrounding communities.

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