



THE
SAWAYA FOUNDATION
EST. 2015

#IGDLBECAUSE

CONTEST GUIDELINES

As youth, you are powerful advocates in shaping the health and safety of your friends, family and your communities. Enter the I GDL Because...Contest and create a video up to 1 minute in length. We want you to use your creativity, humor, and personality to encourage others to follow GDL and save lives.

Did you know that 11 teens die in car crashes every day!? Colorado created the Graduated Drivers Licensing (GDL) system to help young drivers build their skills and experience behind the wheel while preventing the factors that are most likely to cause serious crashes.

GDL laws include limiting the number of passengers allowed in your car, driver cell phone use, and making sure everyone uses a seat belt. After GDL was strengthened in 2004, there was a significant drop in fatal young driver crashes for over 10 years. Unfortunately, those numbers are going back up.

Become a GDL youth advocate today!



CASH PRIZES AWARDED

TO TOP 3 SCHOOLS!

GOLD prize - \$500

SILVER prize- \$250

BRONZE prize \$150



AND top 3 IGDLBecause INSTAGRAM videos with the most likes will receive \$50 AMAZON gift card

CONTEST RULES



Contest runs March 18 - April 30, 2019.
Winners will be announced on May 15th and prizes awarded on May 20th.

Visit the IGDLBecause... Facebook page [HERE](#) for more information, ideas & inspiration

Each participating school must have ONE adult sponsor and ONE student champion who will be responsible for deciding upon the specific school hashtag, encouraging students to submit videos and fill out the school's IGDLBecause.. entry page found [HERE](#)

IGDLBecause... INSTAGRAM videos must meet the following criteria:

- Post videos to @IGDLBecause on Instagram (one video per user)
- Videos must be between 30 sec - 1 minute in length
- Clearly include the statement "I GDL because" and provide your reasons for following GDL
- Encourage peers to drive safely and follow GDL
- Be tagged with @IGDLBecause and unique school hashtag
- Be online by the close of the competition April 30, 2019 11:59pm

Videos will be disqualified for the following reasons:

- Contain offensive, irresponsible, or unsafe content, as determined by the judges panel
- Do not meet the minimum requirements stated above

Winners will be selected based on the following criteria:

- Number of videos submitted (taking into account number of students enrolled at the specific school)
- Quality of videos submitted
- Most social media likes received for individual videos

GOOD LUCK!