



**“Life Behind the Cones and Barrels -
*How Roadway Workers Keep America Moving Poster
Contest” Program***



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Grades K-6

**Sponsored by the
American Traffic Safety Services Foundation**

Students in grades kindergarten through six are invited to submit their impressions of the daily life of America’s roadway workers for a national poster contest. With roadway work zones expected to increase in the coming years due to safety improvements and overall renovation of the U.S. system of roads and bridges, motorists and their passengers are more likely than ever to encounter some of the nation’s most overlooked heroes: the men and women who build and rebuild roads to keep America moving.

Like any worker, roadway workers get up in the morning, plan their day, say goodbye to family and loved ones, and head out to the workplace. Try to imagine, however, that in this case, the workplace may be smack in the middle of a super-highway. From the worker’s perspective, every signal, sign, cone, barrel or other temporary device is a lifesaving innovation. Every driver and passenger is a vital partner in the lifesaving equation.

Each year, approximately 720 people lose their lives in work zone accidents -- most of them drivers. Students are encouraged to take time to recognize the reasons work is undertaken, the type of jobs performed by roadway workers, and the families, loved ones, community responsibilities and other roles performed by these men and women, who have some of the most dangerous jobs in America.

Posters should reflect the view from the road -- what a roadway worker sees or thinks about as he or she performs daily duties. Posters may also reflect key actions drivers and passengers can take to protect lives in work zones:

- o Slow down to posted speeds.
- o Merge as soon as signs instruct.
- o Unplug from distractions such as cell phones and unnecessary conversations.
- o Turn light on in work zones and display an orange ribbon to show workers you support their safety.

Submissions will be judged by a panel of roadway industry experts in an age appropriate fashion. Contestants will be judged in three categories: grades K-1, grades 2-4, and grades 5-6. First through third prizes will be awarded, and winners will receive cash prizes of \$300, \$100, and \$50, respectively, with a matching cash prize being awarded to their schools.

Posters should be created on paper, cardboard, or foam board no larger than 8 1/2" x 11". Each student's name, grade, school, school address/phone number and name of supervising teacher must be firmly affixed to each submission. A release form signed by a parent or guardian must also be included with each submission.

Winners will be notified in writing by May 31, 2010.



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Instructions

1. Send submissions to:

American Traffic Safety Services Foundation
15 Riverside Parkway, Suite 100
Fredericksburg, VA 22406
2. **Deadline: To be eligible for the contest, all submissions must be postmarked no later than March 12, 2010.**
3. **Materials: Posters must be no larger than 8 1/2” x 11” and should be created on paper, cardboard, or foam board.**
4. Use of Artwork: Artwork becomes the property of the American Traffic Safety Services Foundation and may be used at the Foundation’s discretion for promotional and other purposes.
5. Selection of Winners: Each school is asked to select the top three posters for each category (grades K-1, grades 2-4 and grades 5-6) based on the judging criteria outlined below. Once selections are made, you may submit them to the Foundation for judging.

****Please judge on a scale 1-10, 1 being the lowest and 10 being the highest, how you feel this particular drawing relates to the following questions.**

- In your opinion, how creative is this drawing?
- Do you believe this drawing represents a construction work zone?

- Based on this drawing, do you believe the child who drew this picture has the basic understanding of what a construction work zone is?
 - Do you believe this drawing has key elements of what is typically found in a work zone?
 - Overall, how would you rank this drawing?
6. The Coversheet Form (copy enclosed) must be completed by each school submitting their posters to the Foundation as soon as materials are received. (Please note: A cover sheet form must be received from each school that participates in order for any artwork to be eligible.)
 7. A Release Form (copy enclosed) must be completed and signed by a parent or legal guardian for each poster submitted to the Foundation. (Please note: A release form must be received with each child's artwork in order for him or her to be eligible.)
 8. Notification/Awards: Winners will be notified in writing by May 31, 2010.
 9. For more information on the Foundation's "The Life Behind the Cones and Barrels – How Roadway Workers Keep America Moving Poster Contest" program, please contact Lori Wilcox, at American Traffic Safety Services Association Headquarters, at 1-800-272-8772 or lori.wilcox@atssa.com.