

Kaiser Permanente Presents the  
11th Annual Don't Buy The Lie  
Tobacco Use Prevention Billboard Contest

# See Your Student's Ideas On Billboards.



(Winning entry 2003)

Sponsored by:



**KAISER PERMANENTE®**

Sacramento County Department of Health and Human Services

#### Prizes

One Grand Prize Winner will receive a \$1,000 savings bond.  
The Grand Prize Winning Poster will be placed on billboards throughout the Sacramento Valley.  
Selected Runner Up Winners will receive a \$50 savings bond.

#### Rules & Guidelines

Participants must be enrolled in the 7th or 8th grade.

The billboard message must be anti-tobacco.

No photographs.

10 words maximum.

Must draw within the space provided on back.

Write **BOLD** and **CLEAR**.

Use **BRIGHT** colors.

Do not use cartoon or comic characters (i.e. Mickey Mouse, Joe Camel, etc.)

Do not use themes associated with death (i.e. graveyards, skull and crossbones, etc.)

In order to be eligible for consideration, the entry form must be completely filled out.

Student and parent/guardian need to sign the entry form.

Keep it simple – remember that a picture is worth 1,000 words.

Entries must be into your principal's office no later than **FRIDAY, MARCH 12, 2004.**