

# Don't Miss This Opportunity!

## **ASIRT's "Know Before You Go" Video Contest!**



**High School Students,**

**Want to show off your video skills, build your resume, AND win an Amazon gift card?!?**

Work individually or with a small team to develop a creative 30-45 second Public Service Announcement (PSA) video for your peers. The top three winning videos will be shown at ASIRT's Virtual Gala on December 1 and featured on ASIRT's web site and social media platforms.

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ASIRT, the Association for Safe International Road Travel, is a non-profit organization headquartered in Montgomery County whose mission is to improve road safety both here in the U.S. and around the world for all road users—drivers, passengers, pedestrians, and cyclists—through education and advocacy. ASIRT was founded in 1995 following the death of Aron Sobel, a 25-year-old medical student from Potomac, who was killed along with 22 others in a bus crash in Turkey. Aron was on a humanitarian mission working in a hospital abroad. Learn more about ASIRT's important work at [asirt.org](http://asirt.org).

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### **Contest Guidelines:**

The theme of this year's ASIRT Gala is "Roads of Tomorrow." We'll be highlighting cars, roads and bridges of the future and how these will change our lives. Since you as a high school student are the road user of the future, we are interested in your thoughts, ideas and messages about road safety and are looking for you to incorporate these in your video.

- Work individually or as part of a team.
- Create a 30-45 second video describing what Road Safety means to you. The audience for your public service video is your peers.
- Submit your video by November 20, 2020, at 11:59pm to [asirt@asirt.org](mailto:asirt@asirt.org).

Information and logo available at [asirt.org/PSAcontest](http://asirt.org/PSAcontest).

### **Eligibility:**

To enter the contest, you/all team members must be enrolled as a student(s) in a public, private or parochial high school. High school-grade homeschool students are also eligible to participate. Students may work individually or as part of team. Contest is limited to one entry/individual or team.

### **Prizes:**

1<sup>st</sup> prize \$150 Amazon gift card

2<sup>nd</sup> prize \$100 Amazon gift card

3<sup>rd</sup> prize \$75 Amazon gift card

Winners will be announced and highlighted during the December 1 ASIRT Annual Gala and will receive a link to attend the virtual event.

### **Video Recording Requirements and Submission Format:**

1. Video must be 30-45 seconds in length.
2. Video must be submitted in .MOV or .MP4 format.
3. Video must be original student entrant work.
4. Video must depict the importance of road safety.
5. Video shall not include offensive or illegal content.
6. Video shall not include copyrighted, trademarked or branded content. If including music, it must be from a copyright-free resource.\*
7. Go to [asirt.org/PSAcontest](http://asirt.org/PSAcontest) for rules and ASIRT logo information. Winners will be posted here after the contest ends.

*\*Entrants are prohibited from using copyrighted materials and are encouraged to visit copyright-free music libraries or work with a school or friends' band or chorus if any background music is needed.*

### **Contest Calendar:**

November 20 Entries due by 11:59 pm

November 25 ASIRT will notify top 3 winners

December 1 First, second and third prize winners will be highlighted during ASIRT's Gala

December 8 Links to winners' videos will be posted on ASIRT's web site and social media

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# THE ROAD SAFETY ISSUE

## ROAD SAFETY FACTS

Road crash deaths and injuries are a public health epidemic.

Approximately 1.35 million people die in road crashes each year and an additional 20–50 million suffer non-fatal injuries, often resulting in long-term disabilities.

Young people ages 5-24 are at the highest risk.

## HOW ASIRT IS ADDRESSING THE ISSUE

ASIRT's mission is to improve the safety of travelers on the world's roads through **information, advocacy** and **partnerships**.

### INFORMATION

Road crashes are the leading cause of death for healthy Americans traveling abroad. Travelers are particularly vulnerable because of their lack of familiarity with local road laws, culture, and conditions as well as travel options. ASIRT works to raise awareness and provide life-saving information to travelers because **the safest traveler is the well-informed traveler**.

### ADVOCACY

Road users are vulnerable to poor road conditions everywhere. ASIRT works with governments, agencies and institutions to advocate for legislation, policy, data collection and reporting that prioritizes road safety in the United States and abroad—locations where American families, students, professionals and military personnel live, work, study and travel.

### PARTNERSHIPS

ASIRT is a leader in the global road safety community and is active in forums worldwide, sharing best practices and consulting on initiatives and policies. ASIRT partners and has worked with: the World Health Organization; United Nations; World Bank; Centers for Disease Control; U.S. Department of Transportation; U.S. Department of State; Johns Hopkins Bloomberg School of Public Health; Global Road Safety Partnership; Global Alliance of NGOs for Road Safety; Forum for Education Abroad; universities, colleges and high schools; governments; embassies; and corporations.