

BE SMART- DON'T START!

Storyboard Contest



see your storyboard
come to life
in a 30-second
commercial!



What is the *Be Smart-Don't Start!* Storyboard Contest?

A drawing and writing contest in which students create an idea for a commercial showing why people should never use tobacco.

Who can participate?

Public, private and home school students in kindergarten through fifth grade.

When is the contest?

January 18 - March 26, 2010. Completed entries must be postmarked by Friday, March 26, 2010.

How can I participate?

To sign up for materials, visit www.bcbsok.com/dontstart.html.

Use the free storyboard contest sheet to write a short story about why it is important to never start using tobacco. Create a message that is easy to understand, and draw colorful pictures to illustrate the story. Be creative!

What can I win?

Judges will choose a grand-prize winner and first-, second- and third-place winners in three grade categories (K-1st, 2nd-3rd and 4th-5th) in both eastern and central/western Oklahoma.

The two grand-prize winners will win \$100 and see their creations animated into 30-second commercials featuring their own artwork and voice. The commercials will be distributed to television stations, posted on multiple Web sites and promoted across the state. First, second and third-place winners will receive \$75, \$50 and \$25 respectively. All winners, along with their parents and teachers, will be invited to an awards celebration at the State Capitol. Plus, teachers of winning students will receive a gift certificate for classroom supplies.

You Could Win Cool Prizes!

To get your free contest materials or for more information, have a parent or teacher visit www.bcbsok.com/dontstart.html or call **(866) 876-4376**