

# “Positive Choices for a Healthy Hamden” Billboard Campaign

## *The Happiness Project*

### BACKGROUND

The Town of Hamden Youth Services Bureau and Hamden Public Schools with support from Outfront Media, is sponsoring a Billboard Campaign. This contest is in support of the Hamden Youth Network's prevention efforts. This project is funded by a Youth Services Bureau Enhancement and Supplement grant through DCF. The theme of *The Happiness Project* is *mental health awareness and promotion*. The focus of the campaign is on *what makes us happy and how we can help to motivate and inspire others to make positive choices!*

Some ideas...practice gratitude \* help others \* exercise \* eat healthy foods \* foster healthy social connections \*talk to a trusted friend or family member \*talk to a professional \* meditate \* express yourself through writing, art, music, movement \*spend time outdoors \*take a social media break \*breathe

*Inspire others to make positive choices.*

### ELIGIBLE ENTRIES

Must be submitted by a Hamden resident youth; follow required design specifications; and have an official entry form completed.

### SUBMITTING YOUR DESIGN

Entries must be submitted by **10:00 a.m. on March 1st 2023**. [Original art work and completed entry form](#) must be submitted to Susan Rubino, Coordinator for Hamden Youth Services – 11 Pine Street in Hamden [or you may submit to your Hamden Public Schools art, health or physical education teacher.](#)

### DESIGN TIPS

- Colors should be bold and show contrast and clarity.
- If words are used in the design (optional), no more than seven words should be used and font should be simple.
- No portrayals of drug use, keep the message positive.
- Designs should be simple and easy to understand in a short amount of time.

### PLEASE CONTACT US WITH ANY QUESTIONS

Amanda Forcucci, Director of Health and Physical Education [aforcucci@hamden.org](mailto:aforcucci@hamden.org) or Leslie Dellavalle, Director of Fine Arts-Hamden Public Schools [ldellavalle@hamden.org](mailto:ldellavalle@hamden.org) Susan Rubino, Coordinator, Hamden Youth Services [srubino@hamden.com](mailto:srubino@hamden.com)

### WINNERS

Three billboard designs for each school level (High, Middle, Elementary) will be selected the third week in February as winners by a judging panel.

**1<sup>ST</sup> PLACE:** The first prize winner will have their design displayed on three billboards in Hamden.

**2<sup>ND</sup> PLACE:** Second place winner will have their design displayed on two billboards in Hamden.

**3<sup>RD</sup> PLACE:** The third place winner will have their design displayed on one billboard in Hamden.

**(1<sup>st</sup> place \$300.00, 2<sup>nd</sup> Place \$200.00, 3<sup>rd</sup> Place \$100.00)**

### RULES

- There is a limit of **one billboard design entry** per student.
- Entries should be **drawn** on the provided billboard design sheet in horizontal format.
- **Digital art** should be created in the dimensions of 4.5" (vertical) by 8" (horizontal).
- A **signed Entry Form & Release** must be submitted with the entry.

**Positive Choices for a Healthy Hamden-*The Happiness Project***  
**Billboard Campaign Entry Form & Release 2023**

Name of student artist: \_\_\_\_\_

Age: \_\_\_\_\_ Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Address (street number and street and zip code): \_\_\_\_\_

School: \_\_\_\_\_ Grade: \_\_\_\_\_

Explanation of design:

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By signing this required release form, I hereby acknowledge that if my design is selected as one of three of the winning billboard designs, the Town of Hamden will become owner of all rights connected with the design. The Town of Hamden will have exclusive rights to reproduce and distribute the work. I understand the Town of Hamden shall have the right to alter the final design prior to reproduction according to formatting and printing needs. Neither the Town of Hamden nor the Hamden Public Schools assume any responsibility for art work submitted and are not responsible for loss or damage of entries. I understand the design/artwork is my original work and I have not violated any copyright, patent and/or plagiarism laws.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of guardian (if under 18): \_\_\_\_\_ Date: \_\_\_\_\_

**Entry forms must be submitted by 10:00 a.m. on March 1, 2023:**

Susan Rubino, Coordinator for Hamden Youth Services [srubino@hamden.com](mailto:srubino@hamden.com)

# “The Happiness Project” Billboard Campaign

Leave this  
space blank  
for winner  
recognition

## Billboard design tips:

- Use bold and bright colors that show contrast and clarity.
- If using words (optional), include no more than seven words and use a simple font.
- Keep designs simple and easy to understand in a short amount of time.
- Please save original artwork.

*Complete entry form  
**on the back**  
of this sheet.*