



NYAPT

NEW YORK ASSOCIATION FOR PUPIL TRANSPORTATION

266 Hudson Avenue • Albany, NY 12210 • PH: 518-463-4937 FX: 518-463-8743 • WWW.NYAPT.ORG

Our future is riding with us!

MEMORANDUM

TO: NYAPT Membership
Interested Individuals
FROM: Peter Mannella, Executive Director
REF.: ***Kids Say Stop! --- 2011 Bumper Sticker Program***
DATE: March 1, 2011

Purpose:

The memorandum seeks your assistance in promoting an exciting program to involve our children in efforts to reduce illegal passing of school buses in our State.

Background:

We have received a grant from the Governor's Traffic Safety Committee that is entitled "***STOP 4 THE BUS.***" The grant includes funds for this project that involves a competition in which children design collateral materials related to reducing illegal passing.

We conducted a similar competition in 2008, 2009 and 2010...and the results were terrific! Our winners have included students from Freeport UFSD, Sachem CSD, Whitesboro CSD and Indian River CSD, Longwood CSD and Liberty CSD. We are grateful to the schools that have supported the contest and to the students who participated in the contest!

Discussion:

In this year's contest, we are once again asking that children design a bumper sticker that incorporates the words "STOP 4 THE BUS" and images that project that message. The bumper sticker does not need to be all words but must include the words "STOP FOR THE BUS" and may include pictures or drawings as appropriate.

Eligible students for the project are children in grades Kindergarten through four in both public and private schools. There are no specific design rules, except that the product must be able to be reproduced on a horizontal bumper sticker that measures 12" long by 3-1/2" wide.

Action:

You are asked to bring this opportunity to your school districts or operations and seek participation in this year's project. You may want to consider involving the children of your school transportation team as a starting point.

Note the deadline for entries is May 15, 2011 – and we appreciate your cooperation this late in the school year!

Attachment:

Attached you will find a copy of the rules for the competition and related information, including an application form for use by participants.



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KIDS SAY STOP!

“KIDS SAY STOP!” is supported by a grant from the National Highway Traffic Safety Administration through the New York State Governor’s Traffic Safety Committee.

A MESSAGE FROM NYAPT

The New York Association for Pupil Transportation is pleased to sponsor this contest that will allow students to help us spread the message about school bus safety. Our association is made up of the people who supervise the school buses in schools all across the state. Our first concern is the SAFETY of our school children. That’s why we work hard on Operation Safe Stop and on programs like this. We started this contest with funds from the Governor’s Traffic Safety Committee and hope that it will be interesting to students in all parts of the state!

O.K., so what is “KIDS SAY STOP!”?

KIDS SAY STOP! Will involve our children in helping to educate the public about how dangerous it is to pass a stopped school bus. All children who enter the contest will have a chance to learn more about school bus safety. They will also be able to share what they have learned with their families and friends at school. And they will have a chance to create a tool that will help teach more people to **STOP** for School Buses.

The idea is for a student to design a bumper sticker that promotes school bus safety – especially reminding motorists to **STOP** for **School Buses** that are stopped and have their **RED LIGHTS FLASHING**. **The Bumper Sticker must include the message “STOP 4 THE BUS!” in order to be eligible for entry.**

Three students will win cash prizes for their efforts. Most important, **ONE** of the bumper stickers will be produced and distributed all over the state as part of our **OPERATION SAFE STOP** educational program!

What Can You Win?

- The first place winning entry will receive a **\$250 cash prize**
- The second place entry will receive a **\$125 cash prize**
- The third place entry will receive a **\$75 cash prize**

PLUS the first place winning entry will be printed and given out to people and schools all across the state. The winner will be featured in NYAPT newsletters and elsewhere.

Who can apply?

Students enrolled in grades K-4 in a public or non-public school in New York State are eligible to enter the **"KIDS SAY STOP!"** contest.

Here's How to Apply!

- ✓ You should make sure that we receive your entry by **May 15, 2011** -- if it's late, we cannot accept it.
- ✓ Send your entry to: NYAPT at 266 Hudson Avenue, Albany, New York, 12210.
- ✓ You should include a drawing of the bumper sticker in the colors you want.
- ✓ **The 12" x 3-1/2" Bumper Sticker MUST include the message "STOP 4 THE BUS!" in order to be eligible for entry.**
- ✓ Examples of the ways to make the bumper sticker interesting:
 - Use lots of color—so it will show up when they are displayed on cars;
 - Include pictures or drawings to make your point clear.

PLEASE READ ON TO LEARN HOW TO WIN.....

What are the contest selection criteria?

The entries will be selected based upon the following criteria and could be awarded a maximum of 100 points:

- Creativity – up to 20 points will be assigned for innovation and creativity in terms of presentation of the message;
- Appearance – up to 30 points will be assigned for the effective use of color, art, and graphic effects;
- Originality – up to 10 points will be assigned for developing a bumper sticker that is special or unique in some way;
- Overall Impact – up to 30 points will be assigned for the overall effect of the project encompassing all of the above aspects and elements.

O.K. – Let's take a minute to learn about OPERATION SAFE STOP!

If you are thinking about entering the **KIDS SAY STOP!** Contest, it is important to know a little bit about why we sponsor this contest.

There is a state law that tells drivers that they must STOP their cars and vans and trucks whenever they come to a **School Bus** that is stopped to pick up children. It's easy to know when the bus is stopped to pick up kids because its **RED LIGHTS** are **FLASHING!**

Well, many people who drive cars and trucks **DO NOT STOP** for school buses as they should. That makes it dangerous when our kids are getting on or off their school buses.

So we started a program called **OPERATION SAFE STOP**. We call our program "**OPERATION SAFE STOP**" because it is meant to make sure that bus stops for **ALL** kids are safe. We are trying to remind people all over the state to **STOP** for those **School Buses** – like they are supposed to do!

And NOW we want you to help us get the message out there. And THAT brings us to the **KIDS SAY STOP!** Contest!

Who will make the decision as to winners?

A committee established by NYAPT will review the entries. The committee will include a representative from GTSC and members of NYAPT's Operation Safe Stop Committee.

What must be submitted to enter the contest?

- Application form (see attached) with your signature on it
- Signature (on form) from parent or guardian that it is your own design
- Your drawing for the bumper sticker

Note that all entries become the property of the New York Association for Pupil Transportation and will not be returned. By submitting the proposed bumper sticker, you are giving NYAPT and its non-profit subsidiary, the Cyr Foundation, permission to use your submittal in any appropriate way and, if selected, to reproduce it for distribution as an educational product.

Where must the forms be submitted?

All entries must be sent to:

NYAPT
Attn: Kids Say STOP!
266 Hudson Avenue
Albany, N.Y., 12210
(phone: 518-463-4937)

Be sure to mark the envelope "KIDS SAY STOP!"



KIDS SAY STOP!

**THIS APPLICATION FORM FOR "KIDS SAY STOP" CONTEST
MUST BE INCLUDED WITH EACH ENTRY!!!**

Your Name

Your School District

School Building

School Building Address

Your Home Address

Your Home Phone

E-mail address (optional)

Age Grade

Teacher's Name

Parent(s)Name(s)

Signed by student: _____

Signed by parent: _____

MUST BE RECEIVED BY MAY 15, 2011!