



To Berks County High Schools:

In light of the multiple pedestrian accidents that occurred last school year in our county, the Reading-Berks Auto Club Foundation for Safety is undertaking an aggressive school zone pedestrian safety awareness campaign. One component is the initiation of a AAA Pedestrian Safety Video Contest for Berks County high school students.

Modeled after AAA's successful Traffic Safety Poster Contest, we invite your students to create a safety video with the message that, regardless of how a student commutes to school, he or she may face many traffic safety hazards, and that all users of school zone property during admission/dismissal times must be aware of the dangers students face in these areas. Students may use information from the enclosed AAA pedestrian safety brochure in the making of the video entry.

The video must be between **two (2) and five (5) minutes in length**. The winning video is going to be shared throughout the Berks County school system in cooperation with the Berks County Intermediate Unit. The target audience is other school students. Schools may choose to broadcast the video during morning announcements, at student body functions such as school assemblies, or during any other appropriate time and place.

We will be selected winning videos to receive monetary awards for First, Second, and Third Place. The First Place award will be a \$100 Visa Gift Card for each student involved in the making of the video, maximum two (2) Gift Cards; Second Place will receive a \$75 Visa Gift Card for each student involved in the making of the video, maximum two (2) Gift Cards; and Third Place will receive a \$50 Visa Gift Card for each student involved in the making of the video, maximum two (2) Gift Cards.

The **video must be submitted on a DVD** (one video per DVD please) to: Pedestrian Safety Video Contest, The Reading –Berks Auto Club Foundation For Safety, 920 Van Reed Road, Wyomissing, PA 19610 **by Friday, March 4, 2011**. Do not use copyrighted material in the making of your video or it will be disqualified. Please call me at (610) 374-4531 extension 7117 if you have any questions.

The Reading- Berks Auto Club Foundation for Safety looks forward to working with our community neighbors to help protect our children.

Sincerely,

Cheryl Gouker  
Traffic Safety Programs