



4th Annual AIM for Awareness Ad Contest

Attention All Middle and High School Students

Join Our Movement by designing an Ad to Raise Awareness for Youth Mental Health

What is the Ad Contest? Imagine you are hired by AIM Youth Mental Health to design an Ad that could be used in any media. Think like an advertiser! The Ad would represent AIM's movement to promote youth mental health. We are looking for Ads that can provide hope to someone struggling. The Ad may encourage your peers to speak up and seek help. It may encourage others to be empathetic. Think about how your Ad is going to promote our cause.

Who can Compete? Middle and High School students (6th-12th graders) anywhere in the world. Middle school and high school student entries will be judged separately.

Who is Sponsoring this Competition? AIM Youth Mental Health, a 501(c)(3) nonprofit in California.

What does AIM do? AIM is finding and funding the most promising youth mental health research in the world, while building a movement devoted to the mental health of children, teens, and young adults.

What Type of Artwork and What Size? There are 2 prize categories: Traditional Art (painting, drawing, etc) and Graphic Art (computer generated). Artwork can be on any medium, horizontal or vertical, and must be 8.5 x 11, 10 x 13, or 11 x 17.

What does your Ad Have to Include?

1. AIM logo
2. AIM website (www.AIMforMentalHealth.org)
3. One mental health statistic that is listed on our website at aimformentalhealth.org/ad-contest

When and where is the Ad Due? Ads are due by 5 pm PST on Thursday, October 15, 2020. Ads and entry forms can be mailed to AIM Youth Mental Health, Post Office Box 4235, Carmel, California 93921. If you are a student in Monterey County, you can give it to your school's art teacher, health teacher, or school counselor. You can send your Ad/s in anytime between April 1 and October 15, 2020.

Will Ads be Displayed? Yes, all submitted Ads with entry forms will be displayed at two exhibits and receptions in November 2020, at the Carmel Sunset Center and the Salinas City Center.

Will Prizes be Awarded? Yes, there will be 15 winners of the Ad Contest and each winner will be awarded a medal and gift card.

For more information, email info@aimformentalhealth.org or visit aimformentalhealth.org/ad-contest



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