



# PEACE

2017-2018

LIONS INTERNATIONAL  
PEACE POSTER CONTEST  
Official Club Contest Guide & Rules



## The Future of Peace

Thank you for sponsoring the Lions International Peace Poster Contest. The contest is a wonderful opportunity for clubs to work with youth in their community to stress the importance of peace, tolerance and international understanding. The contest encourages young people, ages 11-13, to think about peace, creatively express what it means to them and to share their own unique visions with the world.

### GETTING STARTED

#### 9 Easy Steps to a Successful Contest

##### 1. Appoint a Club Peace Poster Contest Chairperson

The chairperson serves as the primary contact for any questions from the sponsored school or youth group. Your club may also form a committee to manage the contest; however, a single member should still be chosen as the club contact for the sponsored school or youth group.

##### 2. Review Materials

This kit contains everything your club needs to sponsor one contest at a school or organized, sponsored youth group:

- **Official Club Contest Guide & Rules** (PPC-1)
- **Official School or Youth Group Contest Guide & Rules\*** (PPC-2)
- **Participant Flyer\*** (PPC-3) may be duplicated and given to each participating student to take home
- **Sticker** (PPC-4) to place on back of winning poster
- **Certificates** for contest winner (PPC-5) and sponsored school or youth group (PPC-6)

**\* Please forward only the Official School or Youth Group Contest Guide and Rules (PPC-2) and the Participant Flyer (PPC-3) to your club's contact at the participating school or youth group. The club retains all other items in the kit.**

Carefully review the kit to ensure you have all the materials listed above. Become familiar with the contest requirements and rules so you can accurately answer any questions that arise.

##### 3. Purchase Additional Kits

Involve club members in identifying schools and youth groups to participate in the contest. A club can sponsor more than one school or youth group or multiple contests within the same school or youth group (i.e. one per grade level); however, **a Peace Poster Contest kit must be purchased for each contest sponsored.**

To order additional Peace Poster Contest kits (PPK 1), contact the Club Supplies Sales Department at Lions Clubs International at [clubsupplies@lionsclubs.org](mailto:clubsupplies@lionsclubs.org); call (630) 571-5466 or 1-800-710-7822 (U.S., Puerto Rico, U.S. Virgin Islands and Canada only) or fax (630) 571-0964. You can also visit [www.lionsclubs.org](http://www.lionsclubs.org) and Search "Peace Poster" to find the order form or visit the LCI Store at [www.lcistore.org](http://www.lcistore.org) and Search "Peace Poster Kit." Kits are available from January 15 to October 1. Note: All credit card orders must be placed online.

#### 4. Establish Contact

The club Peace Poster Contest chairperson should contact area school(s) or organized, sponsored youth group(s) early, to allow adequate time for planning. If your club has worked with a school or youth group before, introduce yourself to new leaders. Once you have confirmed participation:

- Set up a meeting with the school or youth group contact to discuss the contest. (See Contest Rules & Conditions.)
- Provide **Official School or Youth Group Contest Guide & Rules** to your primary contact at the participating school or youth group. Add your Peace Poster Contest chairperson's name and phone number in the space provided.
- Send a follow-up letter to the participating school or youth group contact to confirm participation and contest details.
- Let school and/or youth group contact know that you and your club are there to help!

#### 5. Notify District Governor

E-mail and/or call your club's district governor immediately, indicating your club's participation in the contest. Notifying your district governor is an important step so that he/she may properly plan for contest judging at the district level.

#### 6. Arrange Contest Judging

Discuss with the school or youth group contact how the judging will be handled. An appropriate individual such as the school principal, youth group leader, local artist, club representative or a panel of judges may select the winning poster.

Posters are to be evaluated on three criteria at each level of judging. The criteria are **originality, artistic merit and expression of the theme, "The Future of Peace."**

Only one poster can be selected, per contest sponsored, to advance to the next level of judging. A club sponsoring more than one school or youth group or multiple contests within the same school or youth group (by purchasing more than one kit) will send one poster for each contest sponsored to the next level of judging. Posters selected to advance to the next level of judging must meet all the requirements as outlined in the Contest Rules & Conditions. Posters not meeting these specifications will be disqualified.

#### 7. Publicize Club Contest Winner

Once the winner is chosen and Section I on the sticker for the winning poster is completed, prepare a news release on club letterhead announcing the winner. (See the sample release in this guide.) Publicity brings recognition to your club, the school or youth group and participants. In addition, it creates community support and awareness of your club's activities.

- Send a photograph of the contest winner and his/her poster with a news release to the editor/reporter of the features or community section of your local newspaper(s). Be sure to photograph the poster before advancing it to the next judging level. Retain a photograph for club records.
- If your club or the school is having a special award ceremony for the winner, invite the local media to attend.

Be sure to check with the school or group contact before inviting the media.

- Arrange to exhibit the contest entries in a public library, community center or other public area.
- Keep the media informed if your club's entry advances to the multiple district or international judging levels.

#### 8. Forward Winning Poster to Next Level of Judging

After the winning poster is selected, it must be prepared and forwarded for the next level of judging. Clubs who have purchased more than one kit to sponsor multiple contests will forward a winning poster for each kit purchased to the next level of judging.

- Complete sections I & II on the winner Sticker (PPC-4). Be sure to fill out all the information requested. Section I includes a signature line for parent or guardian consent. Affix sticker to the back lower right-hand corner of the poster. Posters without the completed winner sticker will be disqualified. Reproductions of the sticker are not permitted.
- To ensure the poster arrives at the next level of judging in good condition, roll the poster and send in a mailing tube. Do not fold the poster.
- International Headquarters does not reimburse for the cost of postage or shipping.
- Send the poster to your district governor for district judging. Entries must be postmarked on or before November 15, 2017. (If your club is not districted, forward the poster to the Public Relations Division at International Headquarters by December 1, 2017.) Use express mail service when possible.
- Follow up with your district governor to make sure he/she received your club's poster.
- Winning entries submitted after the due date will be disqualified

#### 9. Award Prizes

Included in this kit are certificates for the club contest winner and for the participating school or youth group. Honorable mention certificates are available to print from the Peace Poster section of the LCI website ([www.lionsclubs.org](http://www.lionsclubs.org)) or by request from the Public Relations Division at International Headquarters. Your club may offer additional prizes and consider holding a special award ceremony during a club meeting or at the participating school or youth group location. If so, discuss this with the school or youth group contact.

Artists of posters advancing to the final international judging are recognized as follows:

- **International Grand Prize Winner** receives a trip to an award ceremony where he/she will receive US\$5,000 (or local equivalent) and an award. Two family members (one being the winner's parent or legal guardian) and the sponsoring Lions club president or a club member (as designated by club president) will accompany the winner to the award ceremony.
- **23 Merit Award Winners** each receive US\$500 (or local equivalent) and a certificate of achievement.

## CONTEST RULES & CONDITIONS

Entries not meeting the rules and conditions listed below will be disqualified.

- Only a Lions club can sponsor the contest in a local school(s) or organized, sponsored youth group(s), such as YMCA programs, Boys & Girls Clubs, Scouts, etc. A Lioness club can sponsor the contest through its sponsoring Lions club. Note: The contest cannot be held in youth groups that a Lions club sponsors, such as a Leo club or Scout unit. However, individual members of those groups (such as Leos or Scouts) may participate if the contest is held at their school or other organized youth group.
- Contest is open to students who will be 11, 12 or 13 years of age on November 15, 2017. Eligible birth dates are November 16, 2003 through November 15, 2006.
- The contest theme is "The Future of Peace."
- Artwork must be no smaller than 13 inches by 20 inches (33 centimeters by 50 centimeters) and no larger than 20 inches by 24 inches (50 centimeters by 60 centimeters). Do not mat or frame artwork.
- Only one entry per student per year, and each entry must be the work of only one student.
- All artwork must be the individual student's original creation. Duplications are not accepted.
- All media are accepted. Note: Chalk, charcoal and pastel entries should be sealed with a fixative spray to prevent smearing. Do not laminate entries.
- Three-dimensional entries will not be accepted. Nothing may be glued, stapled or attached to the artwork in any way.
- The use of lettering or numbering on the front of the poster, in any language, is not allowed. All artist signatures or initials should be written on the back of the poster.
- Artwork should be done on a flexible material, so it can be rolled for shipping in a mailing tube. Do not fold poster.

**Participants accept all responsibility for late, lost, misdirected or illegible entries. Entries sent with insufficient postage will be disqualified. Lions Clubs International is not responsible for entries damaged, destroyed or lost during the judging process. Entries cannot be acknowledged or returned; they become property of Lions Clubs International upon receipt. Peace Poster Contest images cannot be used without written permission from Lions Clubs International.**

**In consideration for the opportunity to enter the Peace Poster Contest, participants agree to allow Lions Clubs International to use their names and photographs for promotional and publicity purposes. In addition, the international grand prize winner, two family members (one being a parent or legal guardian) and the sponsoring club president or a club member (as designated by the sponsoring club president) are required to attend an award ceremony. An international grand prize winner is not eligible to receive subsequent prizes in future Peace Poster contests sponsored by Lions Clubs International. By entering, participants agree to be bound by these rules and the decisions of the judges and Lions Clubs International.**

**Lions Clubs International may cancel the contest without notice at any time. The contest is void where prohibited, taxed or restricted by law.**

## CONTEST DEADLINES

### January 15, 2017

Kits go on sale from the Club Supplies Sales Department at International Headquarters.

### October 1, 2017

Deadline to purchase kits from the Club Supplies Sales Department at International Headquarters.

### November 15, 2017

Postmark deadline for a club to send one winning poster (per contest sponsored) to the district governor. Note: Club must notify district governor in advance of their participation.

### December 1, 2017

Postmark deadline for a district governor to send one winning poster to the multiple district council chairperson.

### December 1, 2017

Postmark deadline for a district governor not belonging to a multiple district to send one winning poster to the Public Relations Division at International Headquarters.

### December 1, 2017

Postmark deadline for a club not belonging to a district to send one winning entry to the Public Relations Division at International Headquarters.

### December 15, 2017

Postmark deadline for the multiple district council chairperson to send one winning poster to the Public Relations Division at International Headquarters.

### February 1, 2018

International winners will be notified on or before this date.

Note: Entries that do not meet deadlines will be disqualified.

## QUESTIONS

Questions regarding the contest should be directed to:

PUBLIC RELATIONS DIVISION  
LIONS CLUBS INTERNATIONAL  
300 W 22ND ST OAK BROOK IL  
60523-8842 USA  
telephone: (630) 203-3812  
fax: (630) 571-1685; e-mail: [peaceposter@lionsclubs.org](mailto:peaceposter@lionsclubs.org)

To view grand prize and merit award posters, download a video or obtain contest information, visit [www.lionsclubs.org](http://www.lionsclubs.org).



## **SAMPLE News Release**

(Retype release on club letterhead.  
Fill in the appropriate  
information as indicated in  
parenthesis. Double-space  
sentences in body of release.)

**For more information contact:**  
(contact name)  
(contact daytime telephone number)  
(contact e-mail address)

### **For Immediate Release**

#### **(WINNER'S TOWN) STUDENT ADVANCES IN LIONS INTERNATIONAL PEACE POSTER CONTEST**

**(YOUR TOWN, DATE) – (Winner's full name)**, a **(grade level)** grade student at **(school)**, has taken the first step to becoming an internationally recognized artist by winning a local competition sponsored by the **(club name)** Lions Club. **(Winner's last name)**'s poster was among more than 600,000 entries submitted worldwide in the 30th annual Lions International Peace Poster Contest. Lions Clubs International is sponsoring the contest to emphasize the importance of world peace to young people everywhere.

**"(Quote from winner describing the poster or his/her inspiration for the poster),"** the **(winner's age)**-year-old from **(hometown)** said. The poster was selected by **(name and title of each judge)** for its originality, artistic merit and portrayal of the contest theme, "The Future of Peace." The judging was held on **(date)** at **(location)**.

**(Club name)** Lions Club President **(club president's full name)** said **(he/she)** was impressed by the expression and creativity of the students at **(insert name of school or youth group)**. "It is obvious that these young people have strong ideas about what peace means to them. I'm so proud that we were able to provide them with the opportunity to share their visions."

**"(Winner's last name)**'s poster will advance to face stiff competition through the district, multiple district and international rounds of competition if **(he/she)** is to be declared the international grand prize winner," **(club president's last name)** said.

One grand prize winner and 23 merit award winners will be selected. The grand prize includes a cash award of US\$5,000 **(or your country's cash equivalent)**, plus a trip for the winner and two family members to an award ceremony. The 23 merit award winners will each receive a certificate and a cash award of US\$500 **(or your country's cash equivalent)**.

"Our club is cheering for **(winner's first name)** as **(his/her)** poster advances in the competition, and we hope that **(his/her)** vision will ultimately be shared with others around the world," **(club president's last name)** said.

Locally, **(winner's last name)** and **(number)** other students will be honored for their participation by the **(club name)** Lions Club on **(date)** at **(place)**.

View international grand prize and merit award winners at [www.lionsclubs.org](http://www.lionsclubs.org).

Lions Clubs International is the world's largest service club organization with 1.4 million members in more than 46,000 clubs in more than 200 countries and geographic areas. In addition to its efforts toward conquering blindness, the organization has made a strong commitment to community service and helping youth throughout the world.

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