



LifeSmarts

Learn it. Live it.

LifeSmarts Be Safe, Buy Real Anti-Counterfeiting Digital Poster Contest Rules

Attention LifeSmarts students! Put YOUR creativity to the test by creating a digital poster to win gift cards, team travel stipends, and the chance to have your poster displayed on the Underwriters Laboratories and LifeSmarts websites, social media platforms, and future digital and print marketing.

HOW IT WORKS

1. The contest is open to all LifeSmarts students in grades 6-12.
2. Visit the [Be Safe Buy Real](#) website to learn about anti-counterfeiting and product safety.
3. Posters may feature:
 - a. Consumer Safety
 - b. Human Health
 - c. Digital Safety
 - d. Home Safety
 - e. (For this contest counterfeit currency is not appropriate)
4. Develop and design your own unique message about any area of the Be Safe, Buy Real educational campaign. Be bold with your design, and create a helpful and positive consumer safety message for your community.
5. Create a digital poster featuring your message.
6. Upload your poster to: <https://lifesmarts.org/be-safe-buy-real-poster-contest-form/>.
7. If you are submitting as an individual, your poster must be uploaded by midnight EST January 31, 2022. If you are submitting on behalf of a team, your poster must be uploaded by midnight EDT March 15, 2022.
8. Prizes will be awarded to the top 10 middle school winners (grades 6-8) and the top 10 high school winners (grades 9-12).
9. Six \$500 team travel stipends will be awarded to high school teams attending the 2022 National LifeSmarts Championship.



DIGITAL POSTER & SUBMISSIONS FORMAT

1. Digital Poster file must be no larger than 50 MB.
2. Digital Poster should be submitted in .PDF file format.
3. Digital Poster file name must include your first and last name and the name of your school or organization (e.g.: sally.smith.NCL_poster.contest).

4. Digital Poster must be original work of student or team.
5. Digital Poster must represent important information about anti-counterfeiting and the costs and dangers of fake products.
6. Digital Poster shall not include any copyrighted, trademarked or branded marks or logos other than the Be Safe, Buy Real logo and the LifeSmarts logo. Credit should be given to graphics used from other sources.
7. Be prepared to provide short answers to the following questions on the entry form:
 - a. What area of the Be Safe, Buy Real campaign does your poster cover?
 - b. Describe the intended audience for your poster.
 - c. How did you share or will you share your poster with others?
 - d. What did you learn about counterfeiting while doing this project?
 - e. If applying for a team travel award, list the other students on your team.

CONTEST CALENDAR

1. All individual entries are due by midnight EST January 31, 2022.
2. All team entries are due by midnight EDT March 15, 2022.
3. Winning teams will be notified of travel stipends April 1, 2022.
4. Winning students will be announced at the National LifeSmarts Championship, April 21-24, 2022.

RESOURCES

- [UL's Be Safe, Buy Real educational campaign](#)
- [LifeSmarts web site](#)

JUDGING

All entries will be reviewed by a panel of judges representing UL and LifeSmarts and judged using the poster contest rubric.

QUESTIONS

Email the LifeSmarts team at LifeSmarts@nclnet.org.