



VIDEO CONTEST — **Don't Squeeze the Lemon!**

YOUR MISSION

Create a public service announcement on the dangers of running a red light using the theme, **“Don't Squeeze The Lemon!”**

VIDEO REQUIREMENTS

- Length: 30 seconds
- Must include the **“Don't Squeeze the Lemon”** and **“I Care KY”** logos
(Logos at <http://icareky.org/>)
- Messaging should include the following information (edited info accepted):

22% of crashes in KY take place at an intersection and 15% have been fatal

As you approach a stoplight turning yellow, remember:

- Evaluate your speed
- Consider the distance to the light
- Consider the time the light has been yellow
- If there is time to cross the intersection, proceed with caution. If not, brake.
- Never “gun it” through a yellow light...**Don't Squeeze the Lemon!**

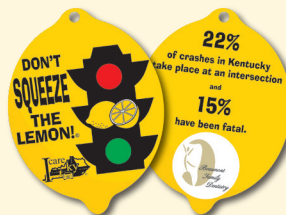
SUBMISSION

- **Deadline: April 1, 2019**
- Upload your video to YouTube and send link to contact@icareky.org. *Include school and sponsoring teacher's name in the email.* The top five videos will be shared via media outlets.
- Top five entries will be selected by **ICareKY** and sponsors, and then shared on various media platforms. Fan voting on Facebook between April 5th and 30th will be used to determine the winners.

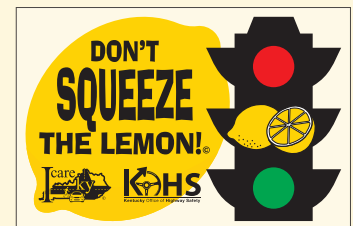
AWARDS

- **1st place** — \$300
- **2nd place** — \$150
- **3rd place** — \$50
- Please note award checks will be made to the school or school district to allow sponsoring teacher to use the award for any classroom need.
- Ten videos per school will be accepted.

“Don't Squeeze the Lemon” car air fresheners and car decals will be available to distribute at your high school after April 5 — *just in time for prom!*



Air Freshener



Decal