

AIR™ Attitudes In Reverse®

2016 Design Concept Contest

Are You AIR™ Aware?™

*Wear A Shirt * Start THE Conversation * Reverse An Attitude * SAVE A LIFE!™*

1st Place: iPad 2nd Place: \$50 Visa Gift Card

Mental Health is not just an adult issue...

1 in 4 persons suffer from some sort of mental health issue. This startling number includes youth. Most symptoms start early, but go unrecognized or are chalked up to childhood/teenage angst. This can delay early intervention, draw criticism from society, and sometimes result in devastating consequences.

Think of air. Just because you don't see it, doesn't mean it isn't there. It is all around us. AIR™ Attitudes In Reverse® is a positive national campaign which hopes to start the conversation, to raise awareness, to encourage early intervention, and eliminate the stigma attached with these illnesses.

All youth should feel safe to reach out for help!

Deadline

Friday, March 4, 2016

AIR™ Attitudes in Reverse®

Mental illness is like air, just because you can't see it doesn't mean it isn't there. It is all around us.™

Rules: Designs must be centered on the "AIR Attitudes In Reverse" theme, include the words "AIR Attitudes In Reverse" somewhere in the design – not necessarily together, fit easily on one side of a t-shirt, and be clearly re-producible. All acceptable entries may be displayed on the web. T-shirt designs and completed Entry/Release form must be received no later than Friday, **March 4, 2016**. The winning t-shirt design will be chosen by representatives of *Attitudes In Reverse*. Winner will be notified by **May 1, 2016**. The winning design will be reproduced on green t-shirts (signifying children's mental health) with white ink (signifying hope) and will be made available for purchase by **May 2016**, National Mental Health Month. Prizes will be awarded no later than **May 31, 2016**. All Place winners will receive a free t-shirt with winning design. Designs can be submitted electronically to: tshirtdesign@attitudesinreverse.org or snail-mailed to: Attitudes In Reverse, P.O. Box 3127, Princeton, NJ 08543. Please mark "Do Not Bend" on the outside of the envelope. All entries must be accompanied by an Entry/Release form with original signature by both a parent and student and can be mailed separately (but must include a copy of the emailed design to be able to correlate the form with the design). All entries will become exclusive property of Attitudes In Reverse, who reserve the right to reject or refuse to display any artwork on the website that is deemed inappropriate. Questions can be directed to tshirtdesign@attitudesinreverse.org.

AIR™ Attitudes In Reverse®
2016 Design Concept Contest Rules & Entry/Release Form

Please print below information clearly as this is our only means of contacting you.

<hr/> <p>Youth's Name (Printed as it should appear on winning certificate)</p>	<hr/> <p>Birth Date (mm/dd/yyyy)</p>
<hr/> <p>(____) _____ Home Phone Number</p>	<hr/> <p>(____) _____ Alternative Phone Number</p>
<hr/> <p>Email Address</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> US Mail Preferred Method of Contact</p>
<hr/> <p>Home Address (Street, City, State, Zip)</p>	

Rules:

Designs should be for a unisex T-Shirt and must center on the "AIR™ Attitudes in Reverse" theme: Mental illness is like air. Just because you don't see it, doesn't mean it isn't there. It is all around us. The AIR plan is to start one-on-one conversations to raise awareness, increase empathy, encourage early intervention and eliminate the stigma associated with mental illness. Design may include the words "AIR™ Attitudes in Reverse", "Are you AIR Aware?" or "Remember to Breathe" - not necessarily together, fit easily on one side of a t-shirt, and are clearly re-producible. All acceptable entries may be displayed on the web.

T-shirt design concept art work (created on standard 8 ½ x 11 paper and including entrant's name) and completed Entry/Release form must be received no later than Friday, **March 4, 2016**. The winning design will be chosen by representatives of Attitudes in Reverse™. Winner will be notified by **May 1, 2016**. The winning design concepts will be reproduced on green t-shirts (signifying children's mental health) with white ink (signifying hope) and will be made available for purchase by **May 2016**, and to be worn in May, National Mental Health Awareness Month. Prizes will be awarded no later than **May 31, 2016**. All place winners will also receive a free t-shirt with winning design.

Designs and Release Form (with signatures) can be submitted electronically to: tshirtdesign@attitudesinreverse.org or snail-mailed to: Attitudes in Reverse, P.O. Box 3127, Princeton, NJ 08543. Please mark "Do Not Bend" on the outside of the envelope. All entries must be accompanied by an Entry/Release form with original signature by both a parent and student and can be mailed separately (but must include a copy of the emailed design to be able to correlate the form with the design).

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1st Place Winner: iPad 2nd Place Winner: \$50 Visa Gift Card

I hereby agree to give permission to have my work published on the web and agree to the above rules of this contest.

<hr/> <p>Youth's Signature</p>	<hr/> <p>Date</p>
<hr/> <p>Parent Name (Please Print)</p>	
<hr/> <p>Parent Signature</p>	<hr/> <p>Date</p>

AIR™

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