



Road Safety Mascot Competition

Mascots help play a significant role in engaging and captivating young audiences and inspiring them to participate in activities. Our mascot will help to support our road safety education programmes amongst children and young people.

Rather than relying on professional illustrators, Road Safe NI want to tap into the enthusiasm and creativity of our young people and are urging children in primary 5, 6 and 7 across Northern Ireland to get involved in our competition.

We are looking for a character that is imaginary and original. He/she/it could be a person, an animal or an inanimate object that captures road safety and the imagination of the public.

Entries must include a name for the Mascot and can also include a brief story (optional) about the character which should be no more than 100 words. Both the name and short story can be completed on a separate page. Submissions will be judged on creativity and artistic quality.

A special Road Safe NI panel will choose the top three designs after the date for submissions closes on 1st May 2020. The winning mascot designs will be revealed at the end of May 2020.

We will work with a professional illustrator to bring the creations to life. The winning mascot design will be made into our official mascot. The mascot will be showcased at all Road Safe NI events and campaigns and be used to promote our road safety work across the country.

Entry Criteria

- Entries must be the child's own work.
- Entries to be drawn on an A4 sheet of paper.
- An optional short story about the mascot, no more than 100 words can accompany the picture.
- Mascots must have a name given to them. The template on the last page of this letter should be included with the name of the mascot and the optional short story.
- Entries must be original and not a copied character.
- Entries must contain the Road Safe NI colour green.
- Entrants must supply their name, age, address and parent or guardians contact details.
- A consent form must be completed and signed by a parent or guardian.
- Entries must be submitted by the closing date Friday 1st May 2020.

Best Regards

Tricia O'Neill

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