

SAFE ANNOUNCES SECOND INTERNATIONAL STUDENT PUBLIC AWARENESS CAMPAIGN COMPETITION

Jersey City, May 17, 2005—The non-profit group SAFE | Saving Antiquities for Everyone is proud to announce its second international student competition to raise public awareness of world cultural heritage in danger. Accredited students in advertising and design schools all over the world are encouraged to use their creativity through the power of words and images to create a public awareness campaign about the importance of saving rare and endangered pieces of history. All winners will be offered the chance to work in a three-month-internship with SAFE, alongside academic and industry experts, to gaining real-life experience while saving endangered cultural heritage throughout the world.

“We are delighted to offer this competition to students from advertising and design schools worldwide”, says Cindy Ho, Founder and President of SAFE. “This is an opportunity for them to use their skills to to change minds in a non-commercial context.”

Call for entries
2005 Student Competition
Rules, procedures and entry form
DEADLINE OCTOBER 3, 2005

All students are asked to conceptualize and design public awareness ads for SAFE and to submit their entries through a special entry form. The work can be produced as individual or group projects. All participants must be supervised by a faculty advisor or instructor who will represent the

institution by signing the entry form. Detailed information on the procedures and requirements can be found on <http://www.savingantiquities.org/g-whatwedo-adcontest.htm>.

Entries must be received by October 3, 2005 with completed entry form attached. First-, second- and third-prize winners will be chosen. The first-prize winner receives a \$250 award. All winners will be offered an opportunity to intern with SAFE. All winning entries will also be posted on the SAFE website and receive a SAFE T-shirt.

The competition will be judged by a committee of leading advertising professionals. Please email SAFEcreative@savingantiquities.org for more information.

About SAFE

SAFE | Saving Antiquities for Everyone creates educational programs and media campaigns to raise public awareness about the importance of preserving cultural heritage worldwide. SAFE is a coalition of professionals in communications, media, and advertising working alongside experts in the academic, legal and law enforcement communities. SAFE has no political affiliations and is sponsored by the New York Foundation for the Arts (NYFA), a 501(c)(3) corporation. For more information please go to: www.savingantiquities.org.