



CREATIVE COMPETITION

Poster Contest Deadline:

May 3, 2004

2003 Poster Winner Stephanie Black

The National Organization for Women Foundation is hosting the annual **poster design contest** as a part of the Love Your Body Campaign 2004. We are looking for **innovative responses** to the onslaught of negative images that impact women's and girls' health. Winning entries will provide a visual response to advertisers who attempt to link smoking, drinking, and dieting to women's

liberation or those fashion magazines who imply that anorexia is the path to beauty or marketers who tell us that more expensive cosmetics will improve a woman's sense of self-worth.

The poster will be used as part of the campaign to challenge the use of violent, drug addicted, starved images of women and to fight against the industries that profit from women's dissatisfaction with their bodies. Posters should be graphically attractive and/or simply use a dynamic message. We especially look for images that demonstrate beauty is not limited by body size, body type, ethnicity, age or physical ability.

GUIDELINES

Entries **must** include name, address, phone number, e-mail address, and category on the **back of the poster and the disk or CD.**

Computer generated posters **must include** a sample print out as well as all files on the disks/cd's. PC compatible software is **preferred** but not necessary. All computer artists please send a .jpg of the completed poster to health@nowfoundation.org with name, address, phone number, and category. Please label your jpg with your name (e.g., KimGandy.jpg). Please do not send multiple submissions of the same poster (different colors/hues, different sizes, w/border and w/o border). You may make multiple submissions.

The words Love Your Body Day and the NOW foundation web address: www.nowfoundation.org must be included on the poster. The finished poster size should be no larger than 9" x 12".

Mail your entries to: National Organization for Women Foundation
733 15th St. NW, Second Floor
Washington, D.C. 20005

For more information on the Love Your Body Campaign go to www.nowfoundation.org

Deadline: Postmarked May 3, 2004

PRIZES

- Category I: \$400 prize for open competition (non-student)
- Category II: \$400 prize for undergraduate or graduate level student
- Category III: \$200 prize for high school level student
- Category IV: \$100 prize for elementary and middle school student

One category prize winner will be selected as the **grand prize winner** and the design will be reproduced as the official 2003 Love Your Body Campaign Poster*. The LYBD poster is distributed nationwide and featured on the National Organization for Women Foundation web site. The grand prize winner will receive an additional cash prize of \$600.00. Winning entries will be exhibited at the 2004 National NOW Conference.

* The National Organization for Women Foundation reserves the right to alter the final poster design or to reject all submissions for the final poster design.

All category prizes will be awarded even if no design is accepted for the poster.

All winning submissions become the property of the National Organization for Women Foundation and may be used for commercial purposes. NOW and NOW foundation may seek permission to use submissions on other campaigns.

Submissions will be returned **only** if a stamped self-addressed return mailer is included with the submission. All submissions must indicate only one category of competition.

2004 Love Your Body Day will be held on **Wednesday, October 20, 2004**. The campaign is intended to **speak out** against ads and media images of women and girls that are harmful, dangerous, offensive and disrespectful and **speak up** for media images of women and girls that are diverse and realistic, promoting health and self-esteem. More information about this campaign can be found on the National Organization for Women Foundation web site: www.nowfoundation.org or by email to: health@nowfoundation.org