



November 8, 2022

Dear Virginia High School and Middle Schools,

The holidays are right around the corner and Youth of Virginia Speak Out About Traffic Safety (YOVASO) is excited to announce the 2022 ***Jingle Your Way to a Safe Holiday: Buckle Up and Celebrate Responsibly Contest!*** The goal of this educational and fun initiative is to keep our teen drivers and passengers safe during the high-risk holiday season. The contest will focus on seat belt use and celebrating and driving safely throughout the holidays. As part of the contest, students will compete individually or in groups by creating a safe driving jingle (short song or tune) in video format that promotes a seat belt and/or safe driving message for the teen audience.

The top six jingles in the middle and high school division as selected by the YOVASO staff, will be shared on social media for public voting December 12-15, 2022. The winning jingle in both divisions will be announced on December 16, 2022 and the high school division winning jingle will run on YOVASO's social media pages through December 25, 2022 to remind students to buckle up and drive safely. The middle school division winning jingle will also be shared on social media. **The top jingle entry in the high school division will receive \$500; second place will receive \$200 and third place will receive \$100. The top entry in the middle school division will receive \$200; second place will receive \$100 and third place will receive \$50. All prizes are funded by a grant from State Farm.**

Students who submit a jingle entry to YOVASO will be asked to share their jingle on their personal social media pages, include #SafeHoliday22, and tag YOVASO. **All jingle entries must be received by 11:59pm on December 8, 2022.** A detailed list of jingle guidelines, winner selection process, and prize information can be found [here](#) or by visiting the [Holiday Contest Page](#).

Please join us by sharing this contest with the students in your school using the attached flyer or by requesting posters to display for promotion. Poster requests can be submitted to Casey Taylor via email at casey.taylor@vsp.virginia.gov.

We hope your students will enjoy taking the lead on this important topic by creating a fun and behavior-changing jingle, and will be empowered to make this the safest holiday yet!

Best wishes for a safe and happy holiday season,

Casey Taylor, YOVASO Program Development Coordinator