



November 6, 2024

Dear YOVASO Member Schools and Youth Groups,

The holidays are right around the corner and YOVASO is excited to announce the 2024 *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 8-11, 2024. The winning jingle in both divisions will be announced on December 12, 2024, and the high school division winning jingle will run on YOVASO's social media pages through December 25, 2024, 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.**

****NEW THIS YEAR****

The jingle with the most votes in the high school division will be edited and produced to air statewide on audio platforms such as Pandora, iHeartRadio, SiriusXM, and Spotify during the month of December!

Students who submit a jingle entry to YOVASO will be asked to share their jingle on their personal social media pages, include #SafeHoliday24, and tag YOVASO. **All jingle entries must be received by 11:59pm on December 5, 2024.** A detailed list of jingle guidelines, winner selection process, and prize information can be found [here](#) or by visiting the [Holiday Contest Page](#).

Schools and youth groups are encouraged to register for free materials on YOVASO's website to promote the contest and encourage students to participate. If you would like a holiday banner, posters, winter driving tip cards, ugly sweater stickers, and/or mini-ice scrapers with a safety message, please [register here](#). The materials are first come, first served.

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