



The City of Prince Albert, with the Police service, is launching a Social Media Contest for Elementary school children to bring awareness to the no U-Turn rule in school zones. The grand prize is \$500 to the classroom that produces the winning entry.

"We want to encourage kids to devise creative ways to let the drivers know that U-Turns are not allowed and that it's dangerous. We have created a contest, and City Council and our Police Service would appreciate your participation. We want to add our children's voices in explaining why it is important to follow the rules in our School Zones! Our children are creative and will be able to reach adults in a way that we know will make a difference." says Councillor Dawn Kilmer.

- We are asking classes to make a short video (between one and three minutes) where they sing, dance, rap, or chat in a creative way to bring this message across.
- The videos should be shared on social media (Tiktok, Facebook, Instagram) with the hashtag #safeschoolzones to make them easy to find and for all to see.
- The video with the most likes on any given platform, on October 28th at 11:59 p.m., will win a grand prize of \$500 for their classroom to spend however the teacher deems appropriate.

"We hope to get teachers and their classes to get involved and excited about this contest and to get this vital message out to the community, parents, and residents. We are happy to support this fun new contest. Children can work in the medium they choose to create and promote their safety message uniquely and creatively. We look forward to sharing the submissions from our local youth and their messages of safety. By working together, we can help keep our children safe and ensure all drivers follow the rules of the road." Says Chief Bergen of the Prince Albert Police Service

We appreciate your partnership in keeping our children safe.

Regards,

A handwritten signature in blue ink, appearing to read "Dionne", with a long horizontal line extending to the right.

Mayor Dionne.

September 7, 2022

Dear K-8 Educators,

Thank you for keeping our most precious resource safe while helping them grow and learn. We see you assisting our kids to-and-from school safely, day-in and day-out regardless of the weather. Designated school zones are in place to increase the attentiveness of motorists, but these areas at times continue to be chaotic and more can be done.

We have created a contest and City Council and our Police Service would appreciate your participation.

We want to add our children's voices in explaining why it is important to follow the rules in our School Zones! Our children are creative and will be able to reach adults in a way that we know will make a difference.



Looking forward to seeing what our students can create and again, thank you for the work you do!

Sincerely,

Councillor Dawn Kilmer



September 8, 2022

Dear K-8 Educators,

Our youth are keen to promote safety and ensure their friends and families are focused on staying safe while walking or riding to school. We want to help them promote traffic safety and ensure drivers remain focused on the road when behind the wheel.

Unfortunately, speeding, distracted and aggressive driving are some of the leading causes of traffic collisions and fatalities each year. Having designated school zones and signage remind all motorists to slow down and watch the road, but we can still do more to ensure the safety of children in our community.

That's why we're happy to support this fun new contest. Children can work in the medium they choose to create and promote their safety message uniquely and creatively. We look forward to sharing the submissions from our local youth and their messages of safety. By working together, we can help keep our children safe and ensure all drivers follow the rules of the road.

Sincerely,

Jonathan Bergen
Chief of Police



Social Media Contest

**DEADLINE:
OCT 28**

SING, DANCE RAP OR CHAT

THE DETAILS:

Make a short Social Media (TIKTOK, FB, IG) video:
Sing, dance, rap or chat but find a way to tell the grown-ups that
U-Turns are NOT allowed in our school zones!

- Add [#safeschoolzone](#) in the description - this is how we will find your video.
- Post it on the Socials by Friday October 28, 2022
- The winner will be the video with the most likes on any given platform on Friday October 28, 2022.
- Winner will be announced on the City's Facebook page on: Friday November 4th
- GRAND PRIZE: \$500 for your class!



City of
**Prince
Albert**





Multi-Media Release Form

Fall 2022 Social Media Video: No U-Turns in School Zones

I _____ give the City of Prince Albert and affiliate organizations permission to photograph, videotape, audiotape, film and/or interview myself or the child/minor(s) named below (the Recordings) and to publish the Recordings in publication materials, both now and into the future. I understand that I may withdraw my consent in writing at any time by contacting Corporate Communications at the City of Prince Albert.

I understand that the photograph(s) may be used in a publication, print advertisement, direct-mail piece, electronic media (e.g., video/audio, City Website, internet, Facebook, Instagram, Social Media, Twitter, etc.) or other form of communication. I understand that the City may also share these photos with affiliate organizations and/or facility and event hosts for their use.

In giving my consent, I hereby release and hold harmless the Corporate Communications Department, the City of Prince Albert, and their agents, employees, officials, representatives and contractors from any and all responsibility or liability for damage of any kind suffered in any manner whatsoever.

I hereby relinquish any and all personal or proprietary rights I may have in connection with such use. I understand that I will receive no compensation should any photograph of myself or my child be used.

If I am providing this permission on behalf of someone other than myself, I warrant that I have the authority to do so.

Signature of Individual/Parent/Guardian/Substitute Decision Maker

Today's Date

Email Address

Telephone Number

Name(s) of Minor Children

The personal information on this form together with the corresponding photographs, videotapes, audiotapes, films, and/or interviews is collected in accordance with The Local Authority Freedom of Information and Protection of Privacy Act. The information may be reproduced in City of Prince Albert publications/material, including marketing and promotional materials, and the City of Prince Albert official Web site. Questions about this collection may be directed to the City Clerk, 1084 Central Ave., Prince Albert, SK S6V 7P3. Phone: 306-953-4305, Email: cityclerk@citypa.com.