

I ThinkFirst! Contest - Creative Projects

TD and Parachute are pleased to announce the “I ThinkFirst!” Contest!

Preventable injuries kill more Canadian children than any single disease, and more youth than all other causes combined. Worst of all, 1 child dies every 9 hours. The good news is that protection can be as easy as wearing a properly fitted helmet or buckling up in cars.

Parachute is a charity dedicated to preventing injury, including preventing brain and spinal cord injuries among children and youth, and saving lives. Our programming includes education about staying safe and thinking first. One of Parachute’s injury prevention solutions, the [TD ThinkFirst for Kids \(TDFFK\) program](#) curriculum, is available to schools across Canada.

Now we want to hear from kids about how they think first to prevent injury!

Building on students’ knowledge of the TD ThinkFirst for Kids curriculum, we invite kids across Canada to tell us why and how they think first. They can submit creative art projects explaining in their own words how and why “I ThinkFirst!” to prevent injury when they are active.

Submissions can include photos, paintings, videos, poems, posters, short stories, songs or collages. These testimonials will help to highlight the importance of brain and spinal cord injury prevention and will be featured on the Parachute website, social networking sites, and online publications.

This contest can help make childhood injury prevention top of mind for Canadians. The contest is intended to support healthy active living while also serving as a tool to educate kids, families and communities about safe sport and recreation participation, water safety, pedestrian and vehicular safety, and wearing appropriate gear such as wearing a properly fitted helmet.

Students and Classrooms...

Submit your:

- picture
- video (no bloopers please!)
- poem
- short story
- photograph
- song or music
- poster
- collage

Send us your creative projects and you could win helmets for your entire classroom!

For example, students can submit video clips telling us why they wear a helmet, why they want their friends to wear a helmet and/or demonstrating proper helmet use as outlined in TD TFFK lesson plans.

Parachute is thrilled to know that TD ThinkFirst for Kids has made its way into schools across Canada. We want to know what you do to prevent injuries.

Tell us how you ThinkFirst at school, at home, and on the road!

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OFFICIAL CONTEST RULES AND DETAILS

1. All participants must be under the age of 13 and live in Canada. Participation is open to all Canadian students in JK to Grade 8, children of ThinkFirst chapters, Parachute board members and partnering organizations.
2. There is a limit of one submission per participant.
3. Video/photo submissions depicting violence, injury or self-harm - including re-enacting/staging - will not be accepted.
4. Please submit original work. Please note that artwork will not be returned after the contest and will become the property of Parachute.
5. Submissions can be a variety of creative art projects, including drawing, video, poem, short story, photograph, song, poster or collage.
6. All projects must include the artists' name(s), age(s), mailing address, school, description of the piece, and the signature of a parent or guardian including telephone number and email address.
7. The artists' classroom / school name, age, project, province or territory will be published along with the submission. Other personal information collected for the contest will remain strictly confidential and will not be used or shared for any other purpose.
8. The top three winning classrooms, and the top five individual winners will receive a prize. Other selected artwork may be featured in Parachute publications and resources including, but not limited to: Parachute newsletter, website and social media sites.
9. Winners will be selected by a panel to include Parachute staff and injury prevention advocates. Individuals with submissions or family members who have submitted pieces will not be eligible to judge the contest.
10. Submissions postmarked on or prior to June 12, 2017 will be considered for review.

For more information or questions, please email info@parachutecanada.org or phone 647-776-5100.

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Please include this form with your project for the “I ThinkFirst!” Contest.

What do I submit?

We invite students, classrooms, and schools to submit creative art projects explaining in their own words how and why they *think first*. These projects can include photos, paintings, videos, poems, posters, short stories, songs or collages. We’re asking kids:

- What did you learn about preventing injury?
- Why is it important to *think first*?

Who can enter?

- The contest is open to all children and youth under the age of 13 who live in Canada and to all Canadian schools teaching students from JK to Grade 8. Note that the TD TFFK program is aimed at JK through Grade 8.

What can I win?

- The top three winning classrooms will receive a classroom set of helmets, and a \$500 giftcard to Scholar’s Choice, and the top five individual submissions will receive a \$200 giftcard to a sporting goods store.
- Your art could also be used in future publications and on the Parachute website.

When is the deadline?

- Submissions must be postmarked by June 12, 2017.

Mail your entry to: I ThinkFirst! Contest
 c/o Parachute
 150 Eglinton Avenue East, Suite 300
 Toronto, ON, M4P 1E8

Description of project: _____

Why is it important to think first? _____

Contestant name: _____ **Age:** _____

School Name: _____

Name of teacher/principal: _____

School Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Parent’s E-mail: _____

Signature of parent/guardian: _____ **Date:** _____

By submitting an entry, each contestant and his/her parent/legal guardian / teacher / principal agree: they have read, understand and will comply with these official rules; and, or to the extent permitted by law, consent to the use of the Contestant’s name and biographical data for purposes of advertising and promotion by Parachute, without further consent, compensation or approval.