



YOU COUNT!
Citywide Poster Contest
Official Rules

1. The contest is open to New York City students K-12 from public, charter and parochial schools.
2. Schools are required to fill out, and submit, an official contest School Registration Form.
3. There are four (4) entry categories, grades K–2, 3–5, 6–8, and 9–12.
4. Posters must be 11"x17" (vertical or horizontal alignment).
5. Posters must increase awareness of, and encourage participation in, the Census or 2010 Census.
6. Posters must be handmade original art and may be created using paint, colored pencil, pens, charcoal, or crayon.
7. Photography and computer art are not permitted.
8. Participating schools may select a maximum of two (2) entries, per grade level, for submission.
9. Only one poster entry per child is permitted.
10. Posters must be submitted to APEX (352 Seventh Avenue, Suite 201, New York, NY 10001) no later than 5 P.M., April 15, 2010.
11. Submitted posters become the unlimited property of APEX.
12. Entrants must have parental permission to participate in the contest. Registering schools will receive a Parental Release form to be completed by the parent and returned by the school with each poster submitted for judging.
13. APEX retains the right to disqualify posters deemed to contain objectionable or inappropriate material.
14. Family members of APEX employees are not eligible to participate.
15. All final decisions regarding contest winners remain with APEX and its panel of judges. The decisions are binding.
16. APEX reserves the right to disqualify any poster that infringes upon any copyrights or trademarks.
17. Posters will be judged on the basis of originality, clarity, and caliber of message and artwork.
18. One (1) first prize a \$500 each for the student, school and teacher (for use in the classroom) will be awarded for each grade category in each of the five New York City Boroughs. (See rule 3 for grade category.)
19. One (1) second prize, a \$250 each for the student, school and teacher (for use in the classroom) will be awarded for each grade category in each of the five New York City Boroughs. (See rule 3 for grade category.)
20. Winners will be announced on April 29, 2010 by phone to the school and at www.apex-ny.org.
21. All winning designs will be posted on the APEX website at www.apex-ny.org.
22. By participating in the contest, entrants grant APEX permission to use (without compensation) their names, likenesses, and voices for promotional purposes related to the contest.
23. Contest void where prohibited by law.

For questions or assistance, please call (212) 748-1225 x105