

Look UP! Ad

What:

1. Create a poster that shares the theme of “Look UP! Real Life Exists Beyond Your Phone.”
2. The posters will be hung in the middle schools of Rapid City. There will be three prizes. Third place will receive a cash prize of \$50, second place will receive a cash prize of \$75 and the grand prize winner’s entry will receive a cash prize of \$100 and their work will be displayed on a billboard in Rapid City. All three posters will be hung at the middle schools.

Guidelines:

1. Create a poster using photography, digital collage or CGI (computer generated imagery) that has a powerful visual matched with a phrase that will influence people
2. The finished product has to be landscape format
3. When you look at it, the message should be immediately crystal clear, and grab your attention instantly.

THEME- “Look UP! Real Life Exists Beyond Your Phone”

Entry Form:

Student’s Full Name: _____

Grade: _____

Age: _____ M/F: _____

Address: _____

City: _____ State: _____

Parent’s/Guardians Name: _____

Parent’s/Guardian’s Phone #: _____

Email: _____

START DATE: JANUARY 26TH, 2021-DUE DATE: FEBRUARY 9TH, 2021

-QUESTIONS CONTACT STACY NEHRING- snehr24@yahoo.com

-Entry into this program constitutes entrant’s permission and consent that Live Like Lilli may display, copy, print and distribute your work.

TIPS:

- words and pictures should strengthen and reinforce each other
- sometimes the words will inspire the picture and sometimes the picture will inspire the words
- Grabs your attention instantly
- shares the message quickly
- lingers on ones mind
- captures a memorable text

The logo for Live Like Lilli features the name "Lilli" written in a large, elegant, cursive script. A small heart symbol is positioned above the letter "i".

LIVE LIKE LILLI

FOUNDATION

SEE GOOD - DO GOOD - SHARE GOOD



Look UP Ad Campaign

- * Since 2011 there has been a 200% increase in suicides in youth ages 10-14 years old
- * Loneliness, depression and anxiety have all skyrocketed
- * The complete dominance of the smartphone among teens has had ripple effects across every area of youth's life
- * Get kids looking up from their phones, looking for ways to serve others which will in turn help them be better communicators, better friends, and be more stable as a person less phone/screen time equals less depression, anxiety, suicide
- * Create a platform for youth to use their creativity to promote good in their community, their school, their home, etc.

Doing and spreading good across a community is a lofty goal. But it's one that Josh and Stacy Nehring have made into a reality. They lost their daughter in a tragic car accident in 2017. Lilli had just turned 13 and was passionate about life and was always looking for ways to be kind to those around her. She wrote an essay in her English class that was judged through Rotary, which she received first place. She challenged the reader to look for ways to do good to everyone around you, and that our words can spread light and hope. In her own words she says, "Think of little acts of that you can do that would make someone happy. Perhaps a smile." Though the hardest thing they have faced, they knew they needed to turn their tragic loss into hope. They wanted to spread Lilli's kindness to others and cause a ripple effect across their community. Josh and Stacy created the Live Like Lilli Foundation, whose motto is See Good, Do Good, Share Good. To empower youth through service. They have founded a "Builders Club" at Southwest Middle School- a club that aims to get middle schoolers off their phones and serving in their communities; they have planned and implemented a Spreading Kindness Day as part of South Dakota's Giving Day; provided dance scholarships to girls at Girls Inc, and sponsored the Kambestad Memorial Mile which gives scholarships to track athletes at Northern State University.

In 2019 they also sponsored and partnered with the influencer, Collin Kartchner who came and spoke to the middle schools and parents of Rapid City about the dangers of Social Media. Sadly Collin passed away suddenly this last October. The Look Up Ad Campaign inspires middle schoolers to design Ads with the theme-"Look Up, Life Exists Beyond Your Phone," which will then be displayed at the schools and on a billboard in Rapid City. Live Like Lilli would like to honor Collin, and continue his legacy through this campaign! - To get youth to look up beyond their phones and start living their "real" life!!

This is a non-school material that is neither endorsed nor necessarily reflective of the views of Rapid City Area Schools



