



**Let's make some Real Noise.
Expose The TRUTH about
tobacco. Win \$1,000.**

Create a mural, produce a music video, or create an event - whatever it takes to make your anti-tobacco message heard by as many people as possible.

The point of *Real Noise* is NOT to tell anyone what to do. The point is to spread The TRUTH about the harmful effects of tobacco and expose the tobacco industry's manipulation.

Real Noise is open to student body groups, school departments, school clubs, sports teams, boys and girls clubs, and any group with a desire to make some noise in middle school, junior high and high school.

Prizes are as follows:

- 1st place - \$1,000 in cash and a free concert for the winner's entire school
- 2nd place - \$250
- 3rd place - \$250

The contest will run February 1, 2010 through April 30, 2010.

How to enter:

- 1) Conduct your *Real Noise* activity.

- 2) Fill out the entry form below and mail it in with any supporting materials such as photos, videos, scrapbooks, news clips, etc. Remember, we will be judging your event by the documentation you send us, so be thorough.

- 3) Mail it to:
**Real Noise
c/o Crowell Advertising, Marketing & PR
12 South 400 West
2nd Floor
Salt Lake City, UT 84101**

Entries must be postmarked by **April 30, 2010** to qualify. The activities will be judged on the following elements:

- Description of the activity
- Number of students in the classroom or group who participate
- Strength of the anti-tobacco message
- Creativity
- Impact on the entire school or community
- Explanation of why your entry should win

To give you some ideas for activities, we've developed The TRUTH Handbook, available for download at www.FightTheUgly.com. If you have any questions, email TheTRUTH@utah.gov or call 1-877-220-3466 toll free.

School Name _____ Phone _____

Faculty Representative's Name _____ Signature _____

Check your chosen activity:

- | | | |
|--|---|---|
| <input type="checkbox"/> Paint your ride | <input type="checkbox"/> What's Really in a Cigarette | <input type="checkbox"/> Graffiti Wall |
| <input type="checkbox"/> The Carnival of Truth | <input type="checkbox"/> Tobacco's Toll | <input type="checkbox"/> 60 Seconds of Fame |
| <input type="checkbox"/> Ugly Face Contest | <input type="checkbox"/> Numbers Campaign | <input type="checkbox"/> Extra Warning |
| <input type="checkbox"/> Tobacco Ad Skits | <input type="checkbox"/> Survivor March | <input type="checkbox"/> Return to Sender |
| <input type="checkbox"/> Knock Out Tobacco Ads | <input type="checkbox"/> Pledge Wall | <input type="checkbox"/> Raid the Streets |
| <input type="checkbox"/> Anti-Tobacco Track Meet | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Memorial |
| | | <input type="checkbox"/> Other _____ |

Please describe what you did:

How many students are in the class or group that led the activity?

- | | | |
|---------------------------------------|--------------------------------|------------------------------|
| <input type="checkbox"/> Less than 10 | <input type="checkbox"/> 21-30 | <input type="checkbox"/> 40+ |
| <input type="checkbox"/> 11-20 | <input type="checkbox"/> 31-40 | |

How many classes and students participated in the activity? Classes _____ Students _____

Please list the grades of the participating classes: _____

What's the anti-tobacco message/theme of your activity?

How did your activity impact other students, your school, or community members?

How many people do you think your activity impacted? _____

Why should your class win?

Please send your completed entry form along with any pictures and supporting materials to Real Noise c/o Crowell Advertising, 12 South 400 West, 2nd Floor, SLC, Utah, 84101. All entries must be postmarked **April 30, 2010**. For more information, visit www.fighttheugly.com or call 1.877.220.3466.