



# VIDEO CONTEST ATTENTION STUDENTS

SPONSORED BY THE DETROIT AUTO DEALERS ASSOCIATION

## YOU CAN BECOME A COURAGEOUS PERSUADER!

The Courageous Persuaders competition encourages high school students to create 30-second television commercials on the importance of safe driving. The program consists of three main categories: impaired driving, distracted driving, and passenger empowerment. Middle school classrooms review and judge the videos to determine the scholarship winners. Scholarship recipients are honored at an awards celebration.

The program helps high school students learn how to create their own videos while making a difference in raising awareness and changing attitudes towards dangerous issues facing young drivers. In turn, middle school students learn safe driving habits before getting behind the wheel.

The competition is open to continental US high school students in grades 9-12. Teachers and principals, school audio/visual departments, parents and community leaders are invited to lend support by sharing their equipment and encouragement and promote the program as a unique scholarship competition that is both challenging and fun.

**DEADLINE - MARCH 10, 2025**

## SCHOLARSHIPS TO BE ANNOUNCED

**CONTACT INFORMATION: SOPHIA LORENZETTI AT [INFO@DADA.ORG](mailto:INFO@DADA.ORG)**

FOR MORE INFORMATION VISIT [COURAGEOUSPERSUADERS.COM](http://COURAGEOUSPERSUADERS.COM)

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FOR THEIR SUPPORT

