

# Make a statement. Win a scholarship. Save a life.

Project Yellow Light is a scholarship competition designed to bring about **change**.

People know texting and driving is dangerous, but they do it anyway. As an applicant you have one clear mission: create a PSA to encourage your friends to avoid distracted driving, specifically texting while driving. Together, we can spread the message that texting and driving is unacceptable for all of us. No one is special enough to text and drive.

[Learn more](#)



## Billboard

Due on March 1

We want to see your personal expression come through on your billboard design. Create a design to warn your peers of the dangers of texting and driving.

In addition to the scholarship, the winning designs may be placed on billboards across the country, courtesy of Clear Channel Outdoor.

### High School & College Prizes

**1ST:** \$2,000

[Submit a Billboard](#)



## Video

Due on April 1

**NEW THIS YEAR! :10 or :25 video submissions only!**

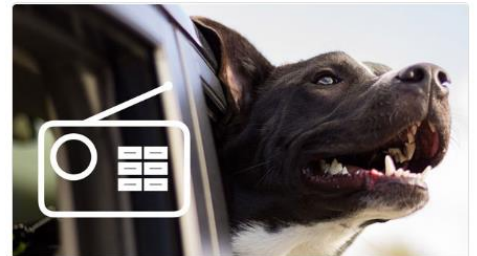
We want to see your personal expression come through on your video. You can video yourself, a group of people, make a cartoon; whatever moves you. Just make sure it's in good taste.

In addition to a scholarship, the winning video for both high school and college may be turned into an Ad Council PSA and distributed nationally to approximately 1,600 TV stations.

### High School & College Prizes

**1ST:** \$8,000

[Submit a Video](#)



## Radio

Due on April 1

We want to see your personal expression come through in your recording. Think of ways to capture the attention of your peers and clearly express your message in a radio ad. Be sure it's in good taste.

In addition to winning a scholarship, the winning entries may be turned into an Ad Council PSA and aired across the country courtesy of iHeartRadio.

### High School & College Prizes

**1ST:** \$2,000

[Submit a Radio](#)