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Courageous Persuaders Video Competition launches with new school year

The Courageous Persuaders program harnesses creativity to deliver a youth-to-youth message about dangers of underage drinking.

TROY, Mich., October 8, 2008 – The Detroit Auto Dealers Association (DADA) Education Foundation announced today the launch of the 2009 Courageous Persuaders Video Competition, and encourages students and academic advisors to begin planning in anticipation of the **February 11, 2009 video entry deadline**. The announcement was made by DADA President Barron Meade.

Courageous Persuaders is a competition-based scholarship program that invites high school students to create a 30-second television commercial about the dangers of underage drinking. The commercials are targeted toward middle school-aged children, with the winning video entries aired on television and on the www.courageouspersuaders.com website.

Information packets were delivered to all Michigan schools at the start of the school year. The packets include a Courageous Persuaders poster and a copy of the contest rules. This year, over \$14,000 in scholarships will be awarded to winning entries.

A change to this year's program will be the ability to upload videos via an additional internet site. Last year, student entries could be posted on YouTube®, and this year, a new teacher-reviewed Web site, SchoolTube® will be available to students for posting of their entries.

"We are extremely excited to launch this year's competition," said Meade. "Last year taught us a great deal about the organizational aspects of the program. And it taught us a great deal about the creative abilities of our young people. We look for an even better competition this year."

As primary sponsor and administrator of the program, the DADA remains committed to the Courageous Persuaders program, a program created by John Barczyk of McCann Erickson Advertising Agency in partnership with Courage First and the ideals established by Judge Michael Martone. DADA will uphold its commitment to making sure that the Courageous Persuaders program continues to achieve its main objective – reducing underage drinking.

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Winning entries are eligible for the following scholarship awards:

- **Grand Prize: \$3,000**
- **First Place: \$1,500**
- **Second Place: \$1,000**
- **Third Place: \$500**

Additionally, special awards are also presented by Courageous Persuaders partners:

- **USA Today Award: \$1,000** - chosen by the *USA Today* Detroit staff from among the most persuasive commercials, as judged by middle school students
- **USA Today Courageous Leader Award** - presented to a special teacher for his or her extraordinary contribution to the Courageous Persuaders program
- **New York festivals: \$2,000** - chosen based on the commercial's effectiveness to inform and inspire
- **Adcrafter Award: \$2,000** - presented to the commercial that conveyed factual information about the dangers of alcohol use in the most persuasive and creative manner
- **Lindsey Renee Cianciolo Memorial: \$3,000** - two \$1,500 Michigan-based scholarships
- **State Farm Insurance: \$1,000** - awarded to a Michigan-based entry

Winners are selected after several rounds of judging. During the first round, 60 contenders are identified and then those entries are then reviewed by students at middle schools, who complete questionnaires. Results of the questionnaires determine the winners.

To view the winning commercials from the 2007-2008 competition, visit the Courageous Persuaders website at www.courageouspersuaders.com, or contact the DADA office at (248) 643-0250.

About Detroit Auto Dealers Association (DADA) Education Foundation

The mission of the DADA Education Foundation is to promote excellence in education through quality programs. In addition to the Courageous Persuaders program, the Foundation also administers Automotive Education Day at the North American International Auto Show (NAIAS), the NAIAS Poster Contest, and coordinates the Automotive Youth Educational Systems in Michigan, an industry-wide program to enhance student auto technician education.