



COMMONWEALTH of VIRGINIA
Department of Education

DATE: August 25, 2017
TO: Division Superintendents
FROM: Steven R. Staples, Superintendent of Public Instruction
SUBJECT: **Virginia License Plate Design Contest: *Take Action Against Distraction***

In 2016, 13 Virginians were killed and more than 800 injured in automobile crashes involving a distracted teen driver. For this reason, the Virginia Department of Motor Vehicles (DMV) is launching a statewide license plate design contest for high school students. The *Take Action Against Distraction Plate Design Contest* aims to start the conversation and raise awareness about distracted driving. Also, it provides an opportunity for students to share their visual arts skills for a worthy cause and potentially save a life.

All grade 9-12 students enrolled in a Virginia school are invited to design a license plate depicting distraction-free driving. Design entries must be submitted online between November 1 and December 15, 2017, through the official contest website at www.dmvNOW.com/vaplatecontest. Eight finalist designs will be selected by February 20, 2018, and will be placed online for public voting in the spring 2018. Finalists will be awarded cash prizes. The winner will be announced in April 2018.

This contest is not possible without assistance from our educators across the state. The contest will run concurrent with the 2017-2018 school year, affording teachers the opportunity to incorporate it into their curricula.

For information, visit DMV's *Virginia License Plate Design Contest: Take Action Against Distraction* website at www.dmvNOW.com/vaplatecontest. For further information and questions about the program, please contact Leslie Grott, Contest Coordinator, DMV, by email at Leslie.Grott@dmv.virginia.gov or by telephone at (804) 367-5401; or Cheryle C. Gardner, Principal Specialist of Fine Arts, by email at Cherry.Gardner@doe.virginia.gov or by telephone at (804) 225-2881.

SRS/vdg