

National Youth Remembrance Contests

In Partnership with the Legion National Foundation





Overview

• In conjunction with SALT (agency that specializes in creative strategy and design), the Poster and Literary Contests have been refreshed to inspire students to participate and ensure the tradition of Remembrance remains relevant to and supported by younger generations.

GET: Canadian Youth

TO: take notice of the Remembrance Contest

BY: refreshing the contest's overall look and feel, and creating a compelling new video category.





Agenda

- Name Changes
- Refreshed Look & Feel
- New Materials Created
- Video Contest
- Website
- Discussion and Questions





Name Changes

Now collectively known as:

National Youth Remembrance Contests

- Three contests:
 - Poster Contest
 - Rabbi Bulka Literary Contest
 - Video Contest



Refreshed Look & Feel

- Previous branding = Legion only
 - New branding = Legion + Legion National Foundation
- Eye catching for the younger audience with the goal of increasing engagement and creativity
- Existing materials refreshed:
 - Youth Education Programs Booklet
 - Renamed to: Complete Guidelines for Literary, Poster and Video Contests
 - Poster and Literary Contests Judging Guidelines
 - Poster and Literary Contests Entry Form
 - Winners Booklet
 - Winners Certificates





Youth Education Programs Booklet & Poster and Literary Contests Judging Guidelines



POSTER and LITERARY CONTESTS LEGION NATIONAL FOUNDATION TEACHING GUIDE





POSTER CONTEST Colour or Black & White

Remembrance

Contestants are challenged to exercise their creativity and submit a poster on the theme of Remembrance in either colour or black and white.

This is a contest to select the most suitable posters submitted by students in the Canadian school system.

The posters will be judged at the local Branch and then at the Provincial level. The Provincial winners in the Primary, Junior, Intermediate and Senior categories will then be submitted to Ottawa for judging at the Legion National Foundation level.

A plaque will be awarded to the 1st place winner in each category, and to the 1st place winners' schools.

Prizes will be awarded on the recommendation of the judges, whose decision will be final.

On notification of having been selected as a winner at the Legion National Foundation level, the artist agrees to the full and exclusive non-profit use of the art work by the Legion National Foundation and The Royal Canadian Legion for the period of one year, after which all rights for usage revert to the artist.

Regulations

- 1. All entries to be submitted to the local Legion branch.
- Candidates must complete an official Registration Form, available from the local Legion branch or on line at legion.ca/contests, and attach it to their entry (no staples please).
- 3. This contest is open to all students in the Canadian school system,
- Students who have been out of the educational system for more than two
 consecutive years are ineligible to compete in the Poster Contest at any level.
- 5. Entries will be no larger than 56 cm x 71 cm.
- 6. The poster shall reflect REMEMBRANCE with a Canadian theme. If symbols are used, Canadian symbols such as Canadian and provincial flags, coats of arms, and representative flowers, birds or animals, as well as all forms of Canadian historical and current military dress shall be pre-eminent.

Regulations continued on next page

Annual Poster and Literary Contests Judging Guidelines

POSTER CONTEST

- This contest is open to all Canadian students in the Canadian school system.
- All entries are to be submitted to the local Legion branch.
- Students who have been out of the educational system for more than two consecutive years are ineligible to compete in the Poster Contest at any level.
- 4. Entries will be no larger than 56 cm x 71 cm.
- Please choose which contest you would like to enter and use only the following:

Black & White

- Entries will be judged on originality, expression of designated subject, drawing and illustration. COMPUTER GENERATED ENTRIES WILL NOT BE ACCEPTED.
- The poster shall reflect REMENBARCE with a Canadian theme. If symbols are used. Canadian symbols said be pre-eminent. Such national symbols are Canadian and provincial flags, cost of arms, and representative flowers, birds or animals, as well as all forms of Canadian historical and current millary dress.
- Candidates will complete an official Registration Form, available from the local Legion branch online at www.lnfcanada.ca or www.legion.ca. Attach it to the entry (no staples please).
- Winning posters, at the national level, will be framed and placed on display at the Canadian War Museum in Ottawa for one year. Second and third place national level winners will be displayed at Parliament Hill during the week of Remembrance. All artwork will be returned to the artists through Provincial Commands.
- A Contestant may enter both the Colour Contest and the Black and White Contest, but may submit only one entry for each category.

March 2022 200840

COLOUR POSTER CONTEST SCORE SHEET		
MAXIMUM POSSIBLE		SCORE
Theme 20%	Does it show originality? Does it grab the viewer's interest?	1
Effect 30%	Does it inspire the viewer? Does it make the viewer think?	
Clarity 25%	Is the poster content clear? Is the message concise? Does the message have an impact on the viewer?	
Composition 25%	Is the poster balanced in colour and overall content? Is the poster in good taste, not overdone? Does the drawing fulfill the quidelines for this contest? (correct size, not computer generated, attached paper with required information etc.) WHEN NATIONAL SYMBOLS ARE USED, CANADIAN SYMBOLS MUST BE DRF.FMBINITY.	

The Legen La Fondation Legion

MAXIMUM POSSIBLE	D WHITE POSTER CONTEST SCORE SH	SCORE
Theme 20%	Does it show originality? Does it grab the viewer's interest?	
Effect 30%	Does it inspire the viewer? Does it make the viewer think?	11
Clarify 25%	is the poster content clear? Is the message concise? Does the message have an impact on the viewer?	
Composition 25%	to the pooler businessed in content and shading? (drawn by hand in pend, chanced or India risk only) to the pooler in good tasks not overdone? Does the drawing fulfill the guidenies for this contest? (correct size, not compusite generated, attached paper with required information, etc.) WHEN INTIGNAL SYMBOLS ARE USED, CANADAN SYMBOLS MUST BE PRE-EMINENT!	

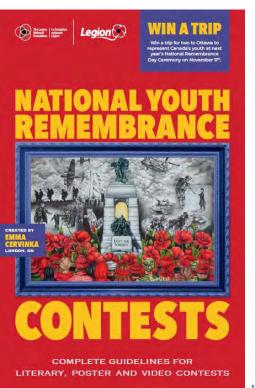
Student Full Name		
Grade	Category	
Home Address		
Telephone Number		
Age		
School Full Name		







Complete Guidelines for Literary, Poster and Video Contests



NATIONAL YOUTH

Through the annual National Youth Remembrance Contests, Canadian youth and children are invited to honour Canada's Veterans help perpetuate Remembrance and foster the tradition of Remembrance amongst Canadians through visual art, writing, and now video. The Legion National Foundation, in partnership with The Royal Canadian Legion and schools across the country, invite students in grades kindergarten through 12 to enter their poster or literary submissions to their local Legion Branch, or their video submission to RemembranceContests.ca. The local Legion Branches and Legion Provincial Commands evaluate and select the winning entries at their respective levels and forward the finalists to the Legion National Foundation in Ottawa. A panel,

> works, and the national winners are named. The Legion National Foundation awards a cash prize for all National winners and sponsors a trip to Ottawa for all First-Place Senior Winners, to attend the National Remembrance Day Ceremony where they place a wreath on behalf of the Youth of Canada. They also have an opportunity to meet and visit with the Governor General.

including artistic professionals, judges the finalists'

For questions regarding the National Youth Remembrance Contests please contact contests@legion.ca.

Provincial level contests. Financial are then forwarded to the Legion National Foundation in Ottawa to be The First-Place Senior entries are displayed at the Canadian War Museum from November to October of the following year. RULES

level move forward to the Legion's Provincial level contests. Finalists

Students who have been out of the educational system for more than ineligible to compete in the Rabbi Bulka Literary

This contest is open to all students in the Canadian

All entries are to be physically submitted to the local Legion Branch. date for entries: legio

Participants must complete and include an official registration form with their

Entries may be submitted in either English or French.

Entries must not exceed the word or line limit as outlined on the entry form. an essay of not more than 800 words or a poem of not more than 32 lines.

INTERIMEDIATE LEVEL Participants will submit an essay of not more than 500 words or a poem of not more than 32 lines. an essay of not more than 350 words or a poem of not more than 32 lines.

A participant may submit both an essay and a poem, but only one entry per category.

original work. Submissions that appear to be computer generated, rendered

The copying or reproducing of previously published works in whole or in part, without either the written permission from the author/source, or

pre-eminent. Such national symbols provincial flags, coats of arms, and representative flowers, birds, or

WHO IS RABBI BULKA?

Renowned for his dedication to the men and women who served Canada, Rabbi Reuven Bulka was often referred to as 'Canada's Rabbi'. For years, he shared emotional and polgnant words during Remembrance Day Ceremonies and worked to make an impact in the lives of Canadian veterans.

PRODUCTION

and level of polish?

clearly, thoughtfully,

and appropriately

necessary rules of

observed? Is it free of

spelling and formatting

or line limit?

& QUALITY

CONTENT & CLARITY CREATIVITY & ORIGINALITY

of Remembrance?

Does the work grab and sustain adhere to the theme interest? Is it thoughtful, moving, inspiring and/or impactful? Does the content of the work feel fresh & original, clear message, or or is it presented in an original way? emotion relevant to Does it reflect an interesting point of view or experience? Does the author cohesive? Does it successfully employary literary devices (ie., analogy, allegory, metaphor etc.) or poetic devices (i.e. rhythm, form, metaphor, symbolism etc.) Does the work appear to be original, produced

start to finish?

All prizes will be awarded on the recommendation of the judges, whose decision will be final. On notification of having been selected as a winner at the Legion National Foundation level, the student agrees to the full and exclusive non-profit use of their work by the Legion National Foundation and The Royal Canadian Legion for the period of one year, after which all rights for usage revert to the student.

intention of the contest?

SENIOR LEVEL | GRADES 10, 11, 12

1 PRIZE \$1000 200 PRIZE \$500 300 PRIZE \$250

by the submitting party, for the it adhere to the word

Senior First-Place winners are additionally invited to Ottawa on an all-expense paid trip by the Legion National Foundation to represent Canada's youth at the National Remembrance Day Ceremony, Winners must be accompanied by a parent or quardian.

INTERMEDIATE LEVEL | GRADES 7, 8, 9 1 F PRIZE \$500 2 PRIZE \$250 300 PRIZE \$150

JUNIOR LEVEL | GRADES 4, 5, 6

1 F FRIZE \$250 2 PRIZE \$200 3 PRIZE \$125

All First-Place winners are awarded a cash prize and a personalized plaque. Their educational institution also receives a plaque. Second and Third Place winners are awarded a cash prize and a certificate.

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JUDGING GUIDELINES

RABBI BULKA LITERARY CONTEST RULES

- 1. This contest is open to all students in the
- Students who have been out of the educational system for more than two consecutive years are ineligible to compete in the Rabbi Bulka Literary Contest at any leve
- All entries are to be physically submitted to the local Legion Branch. Please contact the Legion Branch nearest you for their specific us/find-a-branch.
- 4. Participants must complete and include an official registration form with their entry. (No staples) This form is available through your local Legion Branch or online at
- 5. Participants 17 years of age or younger must confirm parental permission via their official registration form.
- 6. Entries may be submitted in either English
- must be single sided.
- 8. Entries must not exceed the word or line mit as outlined on the entry form SENIOR LEVEL Participants will submit an essay of not more than 800 words or a poem of not more than 32 lines. INTERMEDIATE LEVEL Participants will submit an essay of not more than 500 word or a poem of not more than 32 lines. DUNIOR LEVEL Participants will submit an
- of not more than 32 lines. 9 A participant may submit both an essay
- All submissions must be the participant's original work. Submissions that appear to be computer generated, rendered by All or markine will not be accepted.
- The copying or reproducing of previously published works in whole or in part, without either the written permission from the author/source or without identifying the author/source in the work, will result in the work being automatically disqualified.
- 12. The work should reflect Remembrance with a Canadian theme. If symbols are used, Canadian symbols shall be pre-eminent. Such national symbols are war memorials. Canadian and provincial flags, coats of arms, and representative flowers, binds, or arimals as well as all forms of Canadian instorical and current military drives.



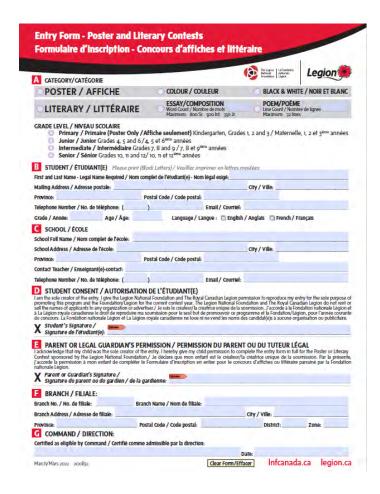
MAXIMUM Possible		sco
Content & Clarity 40%	Does the work adhere to the theme of Remembrance? Does it convey a clear message, or emotion relevant to the theme? It is cohealive? Does it maintain focus from start to finish?	
Creativity & Originality 30%	Cose the work goth and sustain receive? It thoughtful convive, inspiring anoth impactful? Dose the content of the work feel fresh and original, or is. It presented in a notificial way? Dose it reflect an interesting point of view or experiences? Obes it reflect an interesting point of view or experiences? (i.e., thythm, brum, metaphor, symbolism etc.) Dose the work appear to be original, produced by the submitting party, for the intertion of the contest?	
Production & Quality	What is the overall quality of the work and level of polish? Does the work read clearly, thoughtfully, and appropriately packed? It is it free of spelling and formation errors or types?	

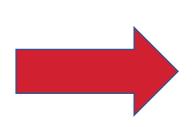
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Pilane Wilmhan			
School			





Poster and Literary Contests Entry Form





ONTESTS ®	Legion (C)	NTEST ENTRY FORM
CATEGORY		
O POSTER CONTEST	O corons	O BLACK & WHITE
O RABBI BULKA LITERARY CONTEST	O POEM (Next 32 fres)	C ESSAY (Max 000 Str) 500 red. (250 Je) Word Count!
SRADE LEVEL Primary (Poster Only) Kindergarten, Grades Junior Grades 4, 5 and 6 STUDENT Please print (Block Letters)	O Senior Grade	Grades 7, 8 and 9 s 10, 11 and 12
inst and Last Name - Legal Name Required:	Province:	Postal Code:
elephone Number: (Email:	
chool Address:	Province:	Postal Code:
ontact Teacher:		
pilephone Number: STUDENT CONSENT In the sole creator of the entry, I give the Legion National Fox foromoting this program and the Foundation/Legion for the real the name of drapplicants or a vigoragination or advertee	current contest year. The Legion Nation	on permission to reproduce my entry for the sole purpose all Foundation and The Royal Canadian Legion do not rent
Student's Signature:		
PARENT OR LEGAL GUARD acknowledge that my child was the sole creator of the entry. I terary Contest appreciately the Legion National Foundation	hereby give my child permission to con	replete the entry form in full for the Roster or Rabbi Bulko
Parent or Guardian's Signature:		
BRANCH		
iranch Number:	Branch Name:	
Franch Address:		_Cty
rovince Postal Cod	ie:Dis	trict: Zone:
COMMAND to be completed by Commertified as eligible by Command:		Date:
he Legion National Foundation - National Youth Remembrance	ts of Canada who are 4 - 10 years of age an	d a current student at a participating elementary achool, middle t or legal guardian to participate. Contest begins on 09/09/23 and
chool, or high school in Canada. Individuals who are under the age- nds on 12/6/23. 24 ptras available. Total Ptra APV: \$15,330 CAD; Indi Micial Rules, available at RemambranceContestura.	Midual Prize ARV: \$00 - \$4,990 CAD. Sports	or The Legion National Foundation. Participation it autiject to the





Winners Booklet









Bloce, SK | Bloce Composite School #206 Bloce Br.

MULTICULTURAL CANADIAN SACRIFICES

As a multicultural ration, we find to monophic the Consideration reduction and inflampates where here devided our country, with contemporary control and control of the con

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QR code that when scanned will lead to the winning video stock the past. Without Issuering from the past, we would have no present in it, in challenging, as yet we store of privilegal point, and no present in it. In challenging, as yet we store of privilegal point, in present point of the present point and or challenging from the present point of the present point and or challenging from the generation. We see interest and the present point as much the final content fully compared and the seemed of their analysis for the content fully compared and the seemed of their analysis for the present point of the seemed of their analysis of the content fully compared and the seemed of their analysis of the content fully compared and the seemed of their analysis of the seemed of their analysis of their analysis of their analysis of the seemed of their analysis of their analysis of their analysis of their analysis of seemed of their analysis of their analysis of their analysis of seemed of their analysis of seemed of their analysis of their analy

Our july is to enventor for the final and the analysis deprinding our less roots, the root day by where our Canadian comes together and history, their as confices. We can not comparable when the consolinate, but we can true are received of below to them. A more red of below belong as stocke and of below to them. A more red of below belong as stocke and of below to them. A more red of below belong as stocke and of below to them. A more red of below belong as stocked of the comparable of below in simple as stocked froger that as sometimes of printings grown, we must never those that an all as generation or printings grown, as must be our beautiful without face. On the remote several to we must not show to give an action of the several confidence of the several printings and as a several confidence of the several took. We set the generation of several several reconciliation.

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Image here will be the "thumbnail" image selected by the entrant when uploading their video





Winners Certificates



2022-2023 Poster and Literary Contests

Third Place

awarded to

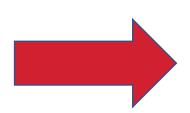
Lily Summers

for their outstanding creative work honouring Canada's Veterans in the

National Poster Contest Primary Colour Category

Through the eyes of youth, the sacrifices of Canada's Veterans will not be forgotten.

David P. Flannigan, Chair Legion National Foundation March 16, 2023 Date









New Materials Created

- Promotional posters
- QR code
- Promotional video
- Video Contest
- Website
- Official Rules





Promotional Posters - New

- Features artwork from previous years' winners
- Brief description of each contest
- QR code links to RemembranceContests.ca for more information
- Space for Branches to add their contact information
- Could also be used as an informational flyer to hand out at local schools





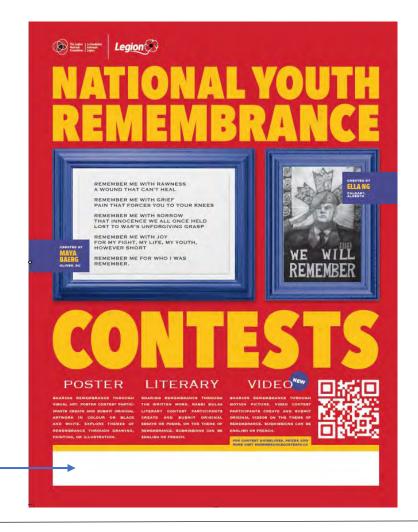
Each Branch can

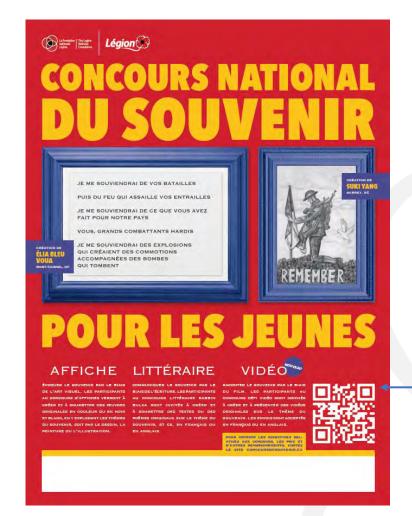
add their contact

information in this

allotted space

Promotional Posters - New





Links to
RemembranceContests.ca
in order to access to all
information, forms, rules,
etc.





Promotional Video - New







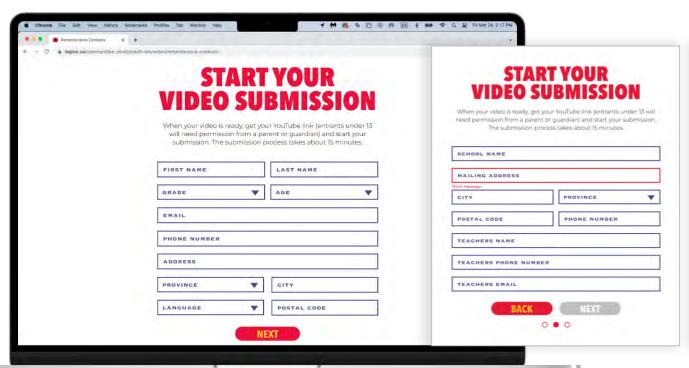
Video Contest - New

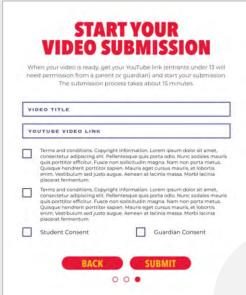
- Submissions directly to Provincial Command via RemembranceContests.ca
 - Entry form is online only
 - Provincial Commands to receive Excel list of entries
- Intermediate and Senior levels only
- Video must be uploaded to YouTube
- Option to submit as individual or group
 - If group wins first place in Senior, only the submitting group member will be eligible to travel to Ottawa

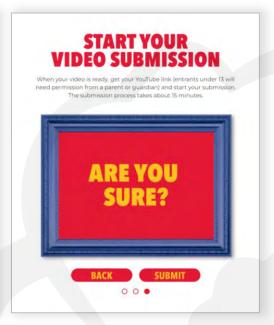




Video Contest - Entry Form











RemembranceContests.ca - New



NATIONAL YOUTH REMEMBRANCE CONTESTS

Through the annual National Youth Remembrance Contests, Canadian youth and children are invited to honour Canada's Veterans, help perpetuate Remembrance and foster the tradition of Remembrance amongst Canadians through visual art, writing, and now video.

All winners are awarded a cash prize for their work.

First Place Senior Winners are eligible for our most prestigious award – a trip to Ottawa and an opportunity to represent the youth of Canada at the National Remembrance Day Ceremony, made possible by the Legion National Foundation.









*Site not live





Legion National Foundation National Youth Remembrance Poster Contest Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

Official Rules

Created for the contests to be legally compliant

 Official rules for each contest (poster, literary, video)

1. Agreement

Please read these official rules (the "Official Rules") carefully. They contain important information about your rights and obligations, as well as limitations and exclusions that may apply to you if you enter the National Youth Remembrance Poster Contest (the "Contest") sponsored by The Legion National Foundation (the "Sponsor"). Any individual under the age of 18 must have the permission of a parent or legal guardian to participate in the Contest. Participation in the Contest constitutes each Participant's, (or if a minor, Participant's parent's/legal guardian's) full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest.

2. Contest Period

The Contest begins at 12:00:01 AM Eastern Time (" \mathbf{ET} ") on September 1, 2023 and ends at 11:59:59 PM ET on December 15, 2023 (the " $\mathbf{Contest\ Period}$ "). Sponsor's database clock is the official timekeeper for the Contest.

3. Eligibility

The Contest is open to students at a participating elementary school, secondary school, or high school in the Canadian School system who are four (4) years of age to eighteen (18) years of age and legal residents of Canada ("**Participant**", "**entrant**" or "**you**").

If you are under eighteen (18) years of age at the time of entry, you must have the permission of your parent or legal guardian to participate in the Contest. Sponsor reserves the right to request proof of such permission at any period during the Contest.

Employees, officers, directors, agents or representatives of the Sponsor, its parent companies and their respective subsidiaries, affiliates, suppliers of prizes, advertising and promotion agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, the "Contest Parties"), and the immediate family (spouses, parents, siblings and children) of, and/or those living in the same household of each are not eligible to enter.





Thank you!



