



September 16, 2020

To: State Directors – National School Bus Safety Week Poster Contest

From: Deb Swift, American School Bus Council Project Manager
Members of the National School Bus Safety Week Poster Committee

Re: 20-21 National School Bus Safety Week Poster Contest

We hope this memo finds everyone safe and healthy.

ASBC and the members of the National School Bus Safety Week Poster Committee would like to announce deadline changes to the 20-21 National School Bus Safety Week Poster Contest.

Schools and school transportation have been significantly impacted by COVID-19. As we all work to get students safely back to school and achieve a new norm, the committee recognizes the need to adjust the guidelines for the National School Bus Safety Contest.

We will continue to celebrate 2020 National School Bus Safety Week from October 19-23, 2020. However, because students, as well as their teachers, have been focused on virtual learning, the committee believes that there has not been adequate time to promote or participate in the contest.

The committee would like to extend the drawing time for the posters until February 26, 2021. We are suggesting that state directors adjust their deadlines for submission to sometime in March. We will utilize ASBC's February Love the Bus Month to further promote the contest.

The Poster Committee would like to have the state directors submit their winning entries to ASBC at PO Box 150790, Austin, TX 78715 by April 1, 2021. The committee will select each division winner and the overall winner by May 1, 2021 so that winning students can be notified in May prior to the release of school.

We have attached updated Poster Guidelines for you to distribute.

The school bus industry is one of the many industries that has been negatively impacted by COVID. We hope that by adjusting the deadlines, many directors, teachers and students will join this year's campaign to support the Yellow School Bus.

We sincerely appreciate your support of the school bus and the National School Bus Safety Week Poster Contest.

***New National
School Bus Safety Week
Poster Contest Deadlines***

**Drawing period extended to
February 26, 2021**

**State submission deadlines –
March 1 or as designated by state**

**State Winners Chosen and Winning
Posters Sent to ASBC by April 1,
2021**

**Address:
ASBC / 13800 FM 1826 / Austin, TX
78737**

**ASBC/Poster Committee
Announces Each Division Winner
and Overall Winner - May 3, 2021**

**Winners Sent Prizes -
May 2021**

**Press Release Distributed, Printing
and Distribution of Winning Poster
Plus Public Promotion of 2022
Poster Contest - May 2021
(state directors will be sent 2022
theme and rules in April 2021)**

**Overall Winning Poster used to
promote National School Bus
Safety Week in October, 2021**