

# VISION ZERO

## Video Challenge

Grades 7<sup>th</sup> - 12<sup>th</sup>

**Think you can make Midland's streets safer? Here's your chance!**

Create a short video that promotes traffic, pedestrian, or road safety and supports Vision Zero – the City of Midland and Midland County's commitment to eliminate traffic deaths and serious injuries.

### Challenge

- Your video must be original and focus on a safety message that supports Vision Zero (examples: slowing down, avoiding distractions, using crosswalks, watching for pedestrians, etc.).
- Must be done in a **SAFE** manner and **follow ALL laws**.
- Videos must be no longer than 1 minute.
- Content must include appropriate language, imagery, music, etc.
- Entries can be individual or group projects.

### Prizes & Recognition

#### Sponsored by Midland Rotary

**1<sup>st</sup> Place:** \$750 + featured at City Council meeting and will be posted on the official Vision Zero website.

**2<sup>nd</sup> Place:** \$500

**3<sup>rd</sup> Place:** \$300

(**Please note:** cash prizes will be awarded per entry, not per participant.)

Submit your video, name(s), and grade level(s) to

**SPO@midlandtexas.gov**

Submission Form Opens: February 1<sup>st</sup>

Deadline to Apply: March 20<sup>th</sup> at 5pm CST



Scan here to learn more about  
Vision Zero Midland

