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Enter Now - Courageous Persuaders Video Competition Deadline Fast Approaching

*Courageous Persuaders program delivers youth-to-youth message about dangers of underage drinking
State Farm Insurance adds Fan Favorite Award that benefits schools*

TROY, Mich., Feb. 2, 2012 – The Detroit Auto Dealers Association (DADA) Education Foundation is reminding students that the deadline for entry into the Courageous Persuaders video competition is approaching quickly. The deadline for entry is **February 9, 2012**. The announcement was made by DADA President Bob Shuman.

Shuman also announced that long time Courageous Persuaders partner, State Farm Insurance, will offer a new Fan Favorite Award, determined through independent votes on videos posted on a dedicated YouTube channel. The award, a \$2,500 cash prize, will be presented to the classroom of the school that produced the video that garners the most votes.

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 entries aired on television and via streaming video on courageouspersuaders.com. The Michigan Department of State, led by Secretary of State Ruth Johnson, will also show the winning commercials in select Michigan Secretary of State (SOS) branch offices. The winners will be announced at a gala Awards Celebration to be held in May.

“The videos produced by these young people are truly impressive,” said Shuman. “It’s a great demonstration of the creativity of our young people, and at the same time, an important tool in combatting the dangers of underage drinking.”

The Courageous Persuaders program was created in 2000 by Oakland County District Judge Michael A. Martone and John Barczyk, a local McCann-Erickson advertising executive. In 2007, the DADA became the primary sponsor and administrator of the Courageous Persuaders program through its DADA Education Foundation. Last year, the contest drew 514 entries from 898 students in 38 states.

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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:

- **Lindsey Renee Cianciolo Family Memorial Scholarship: \$3,000** - two \$1,500 Michigan-based scholarship winners
- **Detroit Auto Dealers Association (DADA) Award; \$2,000**
- **Adcraft Club of Detroit Award: \$2,000** - presented to the commercial that conveyed factual information about the dangers of alcohol use
- **Wall Street Journal Award: \$2,000** - chosen among the most persuasive commercials, as judged by middle school students
- **State Farm Insurance: \$1,000** - awarded to a Michigan-based entry on the dangers of drinking and driving
- **College for Creative Studies Award: \$250** - based on the creativity of the commercial
- **Wall Street Journal Courageous Leader Award** - presented to a special teacher for his or her extraordinary support of the Courageous Persuaders program

Winners are selected after several rounds of judging. During the first round, a panel from the DADA views the entries and identifies the top 60 finalists. 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 and/or enter the 2012 competition, visit the Web site at CourageousPersuaders.com, or contact Sandy Herp at 248.283.5138 or sherp@dada.org.

About the DADA Education Foundation

The mission of the DADA Education Foundation is to promote excellence in education through quality programs and leadership.

About Detroit Auto Dealers Association (DADA)

The DADA was founded in 1907 by 17 local car dealers, and has grown to more than 220 member car and truck dealers who donate their time and resources to a host of community activities. Currently, the DADA members collectively employ more than 16,500 people. Many members participate in the NAIAS, LLC, which is responsible for the production of the North American International Auto Show (NAIAS). To find out more about Detroit Auto Dealers Association, visit dada.org. To find out more about the NAIAS, visit naias.com.

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