**CALL TO ARTISTS**

**Make it Click – Sidewalk Chalk Campaign:** Goal: visually communicate the importance of wearing a seat belt. *The slogan is: "Make it Click" but we are hoping you can create a picture that will communicate, properly buckle up and if you crash you will most likely walk away (the message does not have to depict a car crash or even involve a vehicle if the design communicates the importance of using a seat belt.).*

Odds of winning the Powerball jackpot 1 in 292,201,338 - Odds of dying from an asteroid impact 1 in 74,814, 414 – Odds of dying while skydiving 1 in 133,000 – Odds of dying while scuba diving 1 in 6,098 – all have low probability when compared to traffic crashes: Odds of dying from a car crash w/no seat belt 1 in 2.

Buckling up is the single most effective thing you can do to protect yourself in a crash and a proper fit/belt path matters: (1) shoulder belt across the chest and over the shoulder, (2) lap belt low on the hips.

**Work Media:** Looking for 3D sidewalk art using the equivalent of chalk pastel and poly spray so that it lasts 2 weeks / not permanent (it will come up on its own after 2 weeks) – artists will have a minimum work space size of 3’ x 3’ but can go as large as 5’ x 5’ if they choose.

**Entry Requirements:** Artists, please submit a sample sketch of what you will do by **July 31**. Include, Seatbelt Chalk Art Submission in the subject line and send sample sketch, name, contact information to:  
 [diane.L.hall@usd.edu](mailto:diane.L.hall@usd.edu)

**Selection Process:** Committee review of the submission requests August 1 – 4

**Notification to artist:** Nine artists will be invited to participate via their submission contact information by August 9

**Accepted Artwork:** Specific sidewalk locations will be communicated to participating artists on August 10

**Timeline**: August 11 – August 18

Artists can begin their work as early as August 11, work must be completed by August 18 (artists can start and finish anytime between these dates)

**Display: Work will be on display from the time the artist completes it (no later than August 18) until August 25**

**Exhibit Ends:** This campaign is scheduled to work in tandem with Downtown Riverfest and the public will be invited to vote for their favorite work on Saturday, August 19 from 4:30 – 6:30 p.m. Volunteers will be in place next to the artistic creations to collect public votes; artists are welcomed (but not required) to be on-site during the public voting period.  
  
**Compensation:** Participating artists will receive $100 for their work and the winner of the public vote will receive a bonus $100

**Publicity:** Word of Mouth / Social Media / Media Releases

**Questions, Contact:** [diane.L.hall@usd.edu](mailto:diane.L.hall@usd.edu)