



NATIONAL CONSUMER PROTECTION WEEK

CONSUMER EDUCATION/OUTREACH CONTEST

In conjunction with National Consumer Protection Week (February 1-7, 1999), you are invited to enter your Consumer Week activities into a contest for the best and most effective events. The purpose of this contest is to encourage and recognize quality efforts at consumer education and outreach. The contest is open to all types of entities: governmental, private, non-profit, and media. Partnerships between different types of organizations are welcome and separately judged.

To be eligible, a program must be planned for National Consumer Protection Week, and implemented during or slightly before or after the Week. The activity or activities should be designed to promote and enhance Consumer Protection, especially in relation to the Week's theme of "Credit Fraud."

Each program will be judged on the following criteria:

BENEFIT: Is the program valuable to consumers?

INNOVATION: Originality, creativity and uniqueness of use of resources and theme to convey a message to consumers

EFFECTIVENESS: Success in meeting the program's goals

EASE OF IMPLEMENTATION: Can the program easily be reproduced by other organizations, especially those with limited budgets?

OVERALL QUALITY

The panel of judges will be selected from government consumer agencies, and the non-profit and for-profit private sector. They will individually review all submissions and determine the award recipients in each category. Awards will be presented at a public ceremony and will be given in the following categories:

Government Agency - Large (more than 20 employees in the consumer area)

Government Agency - Small

Non-Profit

Corporate

Media

Partnership

Applications must be received no later than February 22, 1999. Instructions and complete details are included on the application found on the reverse of this sheet.

For more information, please contact Wendy Weinberg, Executive Director of the National Association of Consumer Agency Administrators (NACAA) at (202) 347-7395, or nacaawjw@erols.com.

**CONSUMER EDUCATION/OUTREACH CONTEST
APPLICATION**

Deadline for submission is **February 22, 1999**. Send Application and **four (4) copies** of all supporting materials (i.e., videotapes, brochures, reports, printed materials) to:

**NACAA NCPW Awards
1010 Vermont Avenue, N.W.
Suite 514
Washington, DC 20005**

Category: Government Agency - Large (more than 20 employees in consumer area)
 Government Agency - Small
 Non-Profit
 Corporate
 Media
 Partnership

Name of Organization: _____

(if partnership, list name(s) of partners: _____

Contact Name: _____

Address: _____

Phone: _____ **Fax:** _____ **E-mail:** _____

Description of activities (if desired, put a brief description here and provide a full description in supplemental materials): _____

Date and location(s) of activities: _____

Description of audience reached: _____

Other relevant information: _____
