

As the NEC begins initial work on a publicity and marketing campaign, we took a suggestion from the 2015 Survey and are holding a national contest for an AVA Mascot. We want to raise public awareness of AVA and promote its conventions, clubs, programs, and events. We launched the contest in June 2016, and all entries are due by November 30, 2016. The NEC will select the winning entry at the January 2017 NEC meeting. Complete contest details are inside.

Each entry will be judged and scored by the NEC based on the following draft criteria:

- Projects a positive image of AVA (25%)
- Aligns with AVA Values & Mission (25%)
- Overall appearance and design (25%),
- Creativity (25%)

The winner will receive **two paid registrations** to the 2017 AVA Convention in Billings, Montana.

We will announce AVA's new Mascot at the AVA Convention in June 2017.

Please email your Mascot designs to Susan Medlin, sueammed@aol.com by November 30, 2016.

We Want You!



To Design an AVA Mascot



Fun, Fitness, Friendship



AVA Mascot Contest

ABOUT AVA

PURPOSE Promote the public health, physical fitness, and well-being of Americans.

VISION Increasingly engage Americans in lifelong walking and other noncompetitive physical fitness activities.

MISSION Promote and organize noncompetitive physical fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities.

CORE VALUES

1. **Health & Safety** - AVA's self-paced, fun, physical fitness activities contribute to participants' health and well-being. Participant safety is a high priority in activity design.
2. **Volunteering & Public Service** - Volunteers are at the heart of programs and activities to improve your health. In the spirit of national service, we provide opportunities for community engagement.
3. **Non-Competitive and Inclusion** - We welcome the public to join in events that lead to lifelong fun, fitness and friendship. Everyone is welcome and performs at their own ability level.
4. **Adventure & Camaraderie** - Every AVA and IVV event is an adventure - scenery, terrain, history - whether in the United States or around the world. Our events and activities provide opportunities to stay connected with friends and make friendships.
5. **Environmental Stewardship** - We take only memories and leave only footprints. AVA events increase awareness of the importance of preserving our environment for future generations.
6. **Transparency & Accountability** - From the Club level through the National level, we are open to all. Our tax-exempt nonprofit organization conducts its business openly and complies with all nonprofit legal requirements.

WHAT

As the NEC begins initial work on a publicity and marketing campaign, we took a suggestion from the 2015 Survey and are launching a national contest for an AVA Mascot.

WHY

To raise public awareness of AVA and promote its conventions, clubs, programs, and events.

WHEN

All entries must be received by November 30, 2016.

The NEC will select the winning entry at the January 2017 NEC meeting. Each entry will be judged and scored by the NEC based on the following criteria:

- Projects a positive image of AVA (25%)
- Alignment with AVA Values & Mission (25%)
- Overall appearance and design (25%)
- Creativity (25%)

AVA reserves the right to cancel the contest if inadequate or insufficient entries are received. AVA's new Mascot will be announced at the AVA Convention in Billings, Montana in June 2017.

HOW

By 11/30/2016, please submit your suggestions and a color image of the mascot to: sueammed@aol.com
Susan Medlin, National Program Director
12527 Fern Creek, San Antonio, TX 78253

CONTEST RULES

By entering, the entrant warrants that:

- 1) The picture and/or drawing is of his/her mascot concept.
- 2) He/she owns the picture submitted.
- 3) The picture and mascot concept does not violate the rights of any third parties.
- 4) No lewd or offensive pictures or drawings (as determined by the NEC in its sole and absolute discretion) will be accepted.
- 5) The NEC reserves the right in its sole and absolute discretion to disqualify any entry.

PRIZE

- The winner will receive two (2) paid registrations to the 2017 AVA Convention in Billings, Montana.
- The winner will also be credited as the official creator of the AVA mascot on the AVA website.
- The winner must confer all right of ownership of his or her mascot concept submitted in the contest to the AVA.

LEGAL STUFF

- AVA reserves the right, in its sole and absolute discretion, to choose when and where to use the winning mascot.
- AVA reserves the right to alter/change the winning mascot concept.
- The winner warrants that the AVA and its successors and assigns will have the unfettered right to copyright the AVA mascot and exclusive rights to make copies, sell, exploit, rent, lease, license, distribute, broadcast, exhibit or otherwise use or dispose of the AVA mascot throughout the world in any and all media, known or unknown, for no royalty fee or license fee to the winner or any other person or organization whatsoever.