

We're Fishing For A Few Big Ideas

Budweiser

FRIENDS KNOW WHEN
TO SAY WHEN™



Reel In One Of 19 Scholarships in the “Know When To Say When®” Poster Competition

We're casting for a few great poster ideas with a creative “hook” that communicates the need for personal responsibility about alcohol -- in an upbeat, positive way. Drawing ability will not be a factor in determining the winners. We're just looking for the best concepts with good graphic possibilities and a clever headline.

The Grand Prize is \$5,000. A matching \$5,000 grant will be given to the winner's school. Two runners-up will each receive \$1,000. Sixteen third place winners will receive \$500 each.

This competition is an extension of National Collegiate Alcohol Awareness Week. Scholarships are underwritten by Anheuser-Busch in conjunction with the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues. The competition is open to all undergraduate students enrolled in U.S. colleges and universities in the Fall semester, 1995. Students may enter as individuals or team up with other students to develop concepts. The complete “Official Rules” are on the back of each entry form.

Poster concepts should reflect a realistic and contemporary attitude toward legal and responsible alcohol consumption. Concepts should be in good taste and not offensive. No organization or brand identity is permitted on poster concepts. Use of the “Know When To Say When” message is encourage, but not mandatory.

Contest ends December 15, 1996

All entries must be accompanied by an official entry form. If no entry forms are available with this poster, you may pick up an entry form and a complete set of official competition rules at:

or you can write to “Know When To Say When” Poster Competition, 1000 Geyer Avenue, St. Louis, MO 63104.

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At Participating Campus Area Locations